

Hannah L. Haley

Springfield, OH | hannahluyao2004@gmail.com | 937-408-3921 | linkedin.com/in/hannah-haley04

EDUCATION

Miami University | Oxford, OH

Expected Graduation: May 2027

Farmer School of Business

GPA: 3.64

Bachelor of Science in Business // Major: Marketing

Dean's List Fall 2023, Spring

Minor: Emerging Tech in Business and Design

2025, Fall 2025

WORK EXPERIENCE

American Eagle Outfitters

May 2025 – July 2026

Credit Marketing Intern | Pittsburgh, PA | May 2026 – July 2026

- Conducted a competitive audit of four rival credit marketing programs to identify market gaps and strategic positioning opportunities for the brand, resulting in actionable recommendations
- Devised 5 targeted marketing strategies and created mock-up collateral to drive current and new cardholder awareness, acquisition, and engagement in support of the new Visa Signature card
- Leveraged internal company data, market research, and consumer insights to deliver actionable marketing recommendations tailored to 3 different target markets and 2 target customer generations

Part-Time Merch Lead | Monroe, OH | May 2025 – September 2025

- Supported brand presentation and visual storytelling by executing strategic sales floor adjustments
- Partnered with a 6 person leadership team to implement floor layouts, improving guest interaction
- Led and trained 90+ associates to execute visual standards to ensure cohesive guest experience

Miami University Finance and Business Services

August 2025 – Present

Web Content and Design Student Specialist | Oxford, OH

- Collaborate cross-functionally with and manage 5 client-facing websites, ensuring brand consistency
- Execute 10+ daily content updates that align with university marketing and communication goals
- Analyze Google Analytics data to optimize content placement, increasing brand visibility

The Walt Disney Company

August 2024 – January 2025

Disney College Program | Orlando, FL

- Created immersive guest experiences by delivering personalized services aligned with brand values
- Promoted Disney Chase Visa Card to ~200 guests per shift, supporting marketing and sales initiatives
- Partnered with cast members to support high-volume retail operations while maintaining brand image

CAMPUS ACTIVITIES

Miami University Fashion and Design

January 2025 - Present

Photography Director (2026-2027 Term) | Student Organization

- Partner with 7 cross-functional teams to produce shoots, elevating the organization's talent and image
- Formulate photography strategies for 10 campaigns and events, aligning visuals with brand goals

Delta Delta Delta Sorority

May 2025 – Present

PR/Marketing Director (2026-2027 Term) | Delta Beta Chapter

- Lead marketing and social media strategies, while enforcing national chapter standards and protocols
- Manage budgeting, merchandise, and outreach across administration, alumnae, and the community

SKILLS

- **Marketing & Technical Skills:** Microsoft Office, Adobe Creative Suite, Data Analysis, Digital Marketing, Consumer Research, Business Writing, Social Media Strategy, Strategic Branding
- **Strengths:** Interpersonal Skills, Collaborative, Detail-Oriented, Adaptable, Creative Ideating
- **Interests:** Fashion, Retail, Disney, Crafts & DIY, Photography, Travel, Cultural Exploration