

Hannah L. Haley

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EDUCATION

Miami University | Oxford, OH

Expected Graduation: May 2027

Farmer School of Business

GPA: 3.67

Bachelor of Science in Business // Major: Marketing

Dean's List Fall 2023, Spring

Minor: Emerging Tech in Business and Design

2025, Fall 2025

RedHawk Excellence Scholarship

WORK EXPERIENCE

Web Content and Design Student Specialist

August 2025 – Present

Finance and Business Marketing Department | Miami University

- Collaborate cross-functionally to ensure 100% accuracy websites and uphold brand consistency
- Support digital marketing operations by auditing university websites using Google Analytics
- Apply SEO-minded layout practices, enhancing user experience and engagement across client sites

American Eagle Outfitters

January 2024 – Present

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

- Coordinated shipment processing with a strong sense of urgency, supporting efficient product flow
- Implemented 2-3 strategic sales floor adjustments based on consumer behavior and sales trends
- Led 90+ associates, strengthening visual guidelines, operations, communication, and collaboration

AE Brand Ambassador | January 2024 – August 2024, November 2025 - Present

- Engaged customers to build brand loyalty while simultaneously communicating product launches
- Noted the AE loyalty program and AE credit card to customers, promoting membership offerings
- Maintained store presentation and standards by organizing inventory and visual displays each shift

Disney College Program

August 2024 – January 2025

Merchandise Cast Member | Orlando, FL

- Delivered exceptional guest experiences by offering product expertise and personalized assistance
- Communicated the Disney Visa card's promotional information and benefits to ~200 guests daily
- Managed registers 5 times weekly, accurately securing deposits to safeguard company assets

CAMPUS ACTIVITIES/PROJECTS

Miami University Fashion and Design

January 2025 - Present

Business Development Committee Assistant, PR and Marketing Committee | Oxford, OH

- Supported outreach efforts through LinkedIn, strengthening MUF&D's campus and industry presence
- Network with businesses and professionals to expand relations, supporting strategic marketing skills

Product Concept & Brand Strategy Presentation

August 2025 – December 2025

MKT 325, Developing Consumer Insights | Miami University

- Conducted qualitative research to evaluate a product concept, providing data-driven recommendations
- Executed a full customer insight study, resulting in evidence-based guidance on a product concept

B2B Sales Pitch Presentation & Role-Play

February 2025 – May 2025

MKT 315, Professional Selling | Miami University

- Assessed buyer personas to create a customer-centric selling approach, improving engagement
- Applied SPIN and LARCC frameworks, uncovering client needs to strategically position our product

SKILLS AND INTERESTS

- **Technical & Creative Skills:** Microsoft Office, Adobe Creative Suite, Canva, Visual Merchandising, Digital Marketing, Data Analysis, Consumer Insight Skills, Social Media Editing, Google Analytics
- **Strengths & Interests:** Photography, Disney, Reality Television, Fashion, Beauty, Strong Communicator, Fast-Learner, Detail-Oriented, Passionate, Organized, Adaptable, Collaborative