

Hailey Davis

Social Media and Digital Marketer

Phone: 469-491-0144

Email: haileymadisondavis@gmail.com

Site: hdmedia.company

EXPERIENCE

Founder, HD Media Co, LLC

Marketing & Media Company, 2018 - Present

- Provide social media management, website design, and graphic design services to clients as a contractor.
- Started as self-employed in 2018, incorporated in 2022.
- Portfolio for HD Media Co. attached.

Freelance Writer, BetterHelp

Online Therapy Platform 2019 - Current

- Write thoroughly-researched, SEO-optimized, long-form articles relating to the medical, mental healthcare, and counseling space. To date, have contributed to dozens of articles for BetterHelp.

VOLUNTEER WORK

Publicity Chair, PWOC Fort Polk

Army Wife Ministry, 2021-Present

- Post on social media to get Army wives to attend weekly meetings and Bible Studies.
- Nominated for the volunteer of the quarter of the Fort Polk Religious Support Office. Was given award by the Commanding General of Fort Polk.

ABOUT ME

Passionate, driven social media manager, graphic designer, and digital marketer with quantifiable results across multiple platforms.

EDUCATION

Oklahoma State University

Bachelor's Degree in Marketing and Minor in Business Management

Class of 2020

General Manager, Joshua Lyons Marketing, LLC

Marketing Firm, 2018 - 2021

- Grew social media management offering to roughly half a dozen different clients. Led quality control efforts in blog writing service, social media management service, website design service, and website development service for nearly all clients.

Paid Social Media Marketing Intern, Life.Church

Largest Church in the World, 2018 - 2019

- Assisted the Marketing and Strategy team. Wrote copy for and set up hundreds of paid Facebook and Instagram ads. Managed role while also being a full-time student at Oklahoma State University and managing role at Spears School of Business.

Childcare Team Leader, Life.Church

Kids' Watchcare Program, 2016-2019

- Watched kids while parents attended church on Mondays and Sundays every week.



Portfolio

*Some clients are not included due to active NDAs.

Social Media

BiggerPockets

Real estate education and investment platform that provides tools, content, and community to customers worldwide. Organize influencer takeovers, engage with community, and manage giveaways. On average, accounts grow by 1,500 followers on Facebook and Instagram combined each week.

[Link to Instagram](#)

[Link to Facebook](#)

[Link to TikTok](#)

Podcast Movement

Podcast event company that brings podcasters of all genres together. In the first month of managing platforms, increased Instagram post interactions by 36.1% and increased accounts engaged by 14.5%. Also increased Facebook post interactions by over 100%.

[Link to Instagram](#)

[Link to Facebook](#)

[Link to Twitter](#)

Munzee

Virtual scavenger hunt app. Work alongside full-time marketing employees in the organization of social media efforts. In 2022 alone, have contributed to Facebook Page Reach by 19% and Instagram profile reach by 25.5%.

[Link to Instagram](#)

[Link to Facebook](#)

[Link to Twitter](#)

Social Media

Breathe Boxes Organization, 501(c)(3)

Assisted in re-branding to Breathe Boxes Organization. Plan, design, and schedule content for BBO using Canva, Meta Business Suite, and Later. Year to date, have increased Facebook Page reach by 47.9%, Instagram profile reach by 117.6%.

[Link to Instagram](#)

[Link to Facebook](#)

Lance Pendleton

TEDx speaker, entrepreneur, and mindset coach. In the first month of management, reached 78.6% more accounts and increased accounts engaged by 77.2% on Instagram.

[Link to Instagram](#)

[Link to LinkedIn](#)

Pulse Barre + Fitness

Trendy gym in Uniontown, Ohio. Plan, design, and schedule content using Canva, G-Suite, and Meta Business Suite. Increased account reach on Instagram by 382%, increased account engagement on Instagram by 33.5%, and increased followers by 7.6% in just three months.

[Link to Instagram](#)

[Link to Facebook](#)

Rob Hahn

Real estate, speaker, and business advisor. Hired in-house SMM in the beginning of 2022.

[Link to LinkedIn](#)

[Link to Facebook](#)

[Link to Twitter](#)

Social Media

Immursiv

Real estate photography and videography business in Orange County. Was purchased in January of 2022, and social media profiles have since been abandoned.

[Link to Instagram](#)

[Link to Facebook](#)

Ginger Walker

Real estate agent and influencer. Hired in-house SMM in 2021.

[Link to Instagram](#)

[Link to Facebook](#)

The N on the Square

Boutique Inn in Granbury, Texas. Currently getting this profile up and running.

[Link to Instagram](#)

[Link to Facebook](#)

Give Back Team

Real estate team in Northern Virginia. Hired in-house SMM in 2021.

[Link to Instagram](#)

[Link to Facebook](#)

[Link to Twitter](#)

Social Media

Bootcamp.com

This is a medical school preparation company.

[Link to Instagram](#)

[Link to Facebook](#)

America's Swimming Pool Company, Frisco

Family swimming pool company in Dallas, Texas. Started all accounts from zero followers. Helping sister-in-law run social media profiles as of 2022 for experience while in college.

[Link to Instagram](#)

[Link to Facebook](#)

The Nest

Boutique in Granbury, Texas. Currently getting this profile up and running.

[Link to Instagram](#)

[Link to Facebook](#)

Graphic & Website Design/Development

HD Media Co.

My company where I sell social media templates on my website and Etsy.

[Link to Etsy](#)

[Link to Website](#) (currently in development)

The N on the Square

Boutique Inn in Granbury, Texas.

[Link to Website](#)

Dr. Paula McDonald

Author and speaker. I have designed, developed, and maintain her website.

[Link to Website](#)

R.McLean Homes

Home builder in south Texas. I have designed, developed, and maintain their website.

[Link to Website](#)

Website Development

Ropella

I oversaw the development of this website as a contracted project manager.

[Link to Website](#)

Greenwood Asher

I oversaw the development of this website as a contracted project manager,

[Link to Website](#)

Partner's Family Medicine

I oversaw the development of this website as a contracted project manager,

[Link to Website](#)

Copywriting

Joshua Lyons Marketing: Marketing Firm

~30 blog posts discussing marketing topics.

[Link to read](#)

DAC Roofing, LLC.

I either wrote or edited every blog post on this company's blog while working for Joshua Lyons Marketing. Here are three of my favorites:

1. [The Impact of Hurricanes on Pensacola Roofs](#)
2. [Roofing Accessories to Consider For Your Home](#)
3. [How to Protect Your Residential Roofing Materials in the Winter](#)

Ropella

I wrote a handful of whitepapers for this C-Suite hiring firm.

1. [Is Working From Home Hindering Career Advancement For Women?](#)
2. [Salary Negotiation Tips For C-Suite Leaders](#)
3. [Are You Ready to Interview For a C-Suite Position?](#)
4. [How To Be An Employer Of Choice And Win Talent](#)
5. [How To Ensure The Best On-Boarding Experience For Senior Executives](#)

Copywriting

BetterHelp: Mental Health Website

Wrote blog posts about various mental health topics on BetterHelp and their sister-site Regain.us. Here are my top 10 favorites:

1. [How to Find Effective, Affordable Counseling For You and Your Partner](#)
2. [What is a Counselor, And How Can They Help Me With My Relationship?](#)
3. [How Can I Save My Marriage After Years of Marital Problems?](#)
4. [Does Marrying Your Best Friend Lead to a Happier Marriage?](#)
5. [The Secret to Married Dating: How to Date Your Spouse](#)
6. [10 Ways to Know He's the One](#)
7. [What Is The Gottman Method, And How Effective Is It In Relationship Counseling?](#)
8. [Why Are Kind Words So Important In Marriages?](#)
9. [The Importance Of Being Happy With Yourself Before Dating](#)
10. [Good Compliments To Give Your Spouse To Make Them Feel Appreciated](#)

Partner's Family Medicine

I either wrote or edited every blog post on this company's blog while working for Joshua Lyons Marketing. Here are three I wrote:

1. [Why Find a Center for Family Medicine?](#)
2. [How to Know When It's Time to See a Counseling Therapist](#)
3. [Common Addiction Recovery Treatment Services](#)

Derek Finger, D.C.

I also wrote or edited every blog post on this company's blog. Here are some ones I wrote.

1. [How to Choose a Car Accident Chiropractor](#)
2. [Should You See a Chiropractor For Personal Injury Treatment?](#)
3. [Is Chiropractic Care Effective as Back Pain Treatment?](#)