

# HAYLEY RODRIGUEZ

ADVERTISING GRADUATE STUDENT

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## CURRENT EDUCATION

M.A. ADVERTISING

*University of Texas at Austin*

2017-2019

GPA 3.9

**Projects:** Winning pitch on Yeti with McGarrah Jessee, *Pizza Hut* with GSD&M, *Southwest Airlines* with SWA Customer Intelligence and Corporate Sales Department

**Qualitative Research:** Women and their first cars

**Thesis:** Determining the authenticity and accuracy of Facebook's advertising data by creating my own ad campaign.

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## ACCOLADES

- 2018-2019 recipient of the Roderick P. Hart Student Achievement Award. Recognizes students who have put their communication education to work in practical ways; they support practical imagination, great execution, and task completion.
  - One of 3 top graduate students selected by UT Austin faculty to attend a student forum with Stan Richards.
  - One of 30 students selected to participate in Accenture's Spring 2019 inaugural *Immersive Technology Learning Series* in partnership with The Moody College of Communication.
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## EXPERIENCE

MARKETING MANAGER

*McCombs School of Business Herb Kelleher Center*

June 2018-Present

- Created and coordinated timely distribution of all email marketing assets.
  - Sent over 4.2 million emails with a Unique Open Rate of 28% and CTR of 3%.
- Coordinated all event promotion: posting to social media and UT community calendars, shared with relevant stakeholders.

STRATEGY INTERN

*R/GA AUSTIN*

October 2018-November 2018

- Assisted the community management and strategy teams on a major social media campaign for Mercedes Benz A-Class that focused heavily on Instagram.

WEB EDITOR & TEACHING ASSISTANT

*University of Texas at Austin*

August 2017-Present

- Site contributor for advertising.utexas.edu. Created pages based on SEO. Use Google Analytics to analyze site visits. Manager of the advertising department's email.
- Assisted Professor Terry Hemeyer and Dr. Gary Wilcox with classroom instruction, quizzes, record keeping and other miscellaneous tasks.

SOCIAL MEDIA DIRECTOR

*Emily G. Stroud, MBA, CFA*

May 2016-September 2018

- Developed a lead generation social media campaign for Facebook, Twitter and Pinterest
  - Lead social media team of 25 by training, developing and mentoring to create promotional plan.
  - Partnered with Zondervan Publishing on strategy and advertising content.
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## LEADERSHIP ROLES

*SMALL GROUP LEADER – Fall 2018- Present*

Young Life – The University of Texas at Austin

- Lead a group of 10 freshmen girls in a weekly Bible study.
  - Mentored 2 girls by providing guidance, motivation, emotional support, and role modeling.
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## PAST EDUCATION

B.S. PUBLIC RELATIONS

*University of Texas at Austin*

2012-2016

FULL-STACK WEB DEVELOPMENT

*University of Texas at Austin*

Summer 2017

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## CONTACT

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## ORGANIZATIONS

Advertising Graduate Council, TAPR,

Young Life

## EXPERTISE

Adobe InDesign & Photoshop

Eloqua

Google Analytics & Ad Fundamentals

Social Listening Tools- Nuvi & Spreadfast