

# Haley Arispe

Local Marketing Specialist

📍 Denver, CO

✉️ Haleyarispe51169@gmail.com

☎️ +469-766-2920

🌐 haleyarispe.com

## Experience

### Local Marketing Specialist

January 2024 - Present

Fortidia | AlphaGraphics, PostNet, World Options

- Act as a primary marketing liaison between franchisors and franchisees, advising on local marketing strategy, digital platform setup, and brand compliance to drive consistent execution across locations
- Lead end-to-end marketing coordination for new center launches, managing signage, collateral, digital assets, and account setup for Greenfield, Transfer, and Acquire & Convert locations
- Own and manage marketing budgets, leveraging detailed tracking and forecasting to maximize efficiency and align spend with business objectives
- Analyze campaign performance through KPI tracking and reporting, delivering actionable insights to optimize marketing strategy and accelerate ROI

### Social Media Coordinator

- Optimize and implement scalable digital marketing processes by collaborating with a team of digital specialists, deploying localized strategies across franchise centers nationwide, enhancing brand visibility and local pack presence
- Craft and manage high-quality multimedia content for Social Media and Google Business using Adobe InDesign, Photoshop, and Illustrator; optimized posting and analytics through Content Studio
- Leverage advanced AI tools for in-depth market and competitor analysis, providing actionable insights that refined local SEO strategies and enhanced the competitive positioning of centers

### Marketing and Digital Media Designer

January 2023 - December 2023

Walt Disney | KTRK ABC13

- Curated and managed diverse media assets, encompassing files, captions, and credits for feature stories and large-scale projects across Instagram, Facebook, TikTok, and YouTube. Led the creation of AR content and filters, enhancing engagement for events and social media campaigns, aligning with social media content strategy
- Designed and produced pre-production motion graphics, monitors, and maps for live news broadcasts, primetime shows, and website content using Adobe After Effects, Illustrator, InDesign, and Photoshop
- Championed a comprehensive multimedia marketing campaign, "For the community, by the community," emphasizing community engagement. Strategized and executed social media filters, a dedicated website, native social media content, and compelling video productions, driving increased reader sentiment and engagement
- Led the design and execution of the 45th Pride Houston Parade's inaugural graphics suite, integrating vibrant animations, seamless transitions, and strategic social media elements

### Production Artist

April 2022 - November 2022

Fairytale Photography Studio

- Utilized Adobe Creative Cloud tools (Photoshop, InDesign, Bridge, Lightroom) and advanced asset management software to meticulously organize media assets
- Functioned as a photo production artist, skillfully enhancing and manipulating images to exact customer specifications and design parameters

### Lead Photographer and Social Media Coordinator

March 2022 - November 2022

MetCalf Fine Art

- Acted as a vital liaison bridging the gap between photographic staff and internal/external teams, facilitating seamless communication to support regular reporting for tracking content performance against defined KPIs
- Balanced roles as both a photographer and editor, managing a high volume of photo editing, averaging over 1000 photos and 10-12 videos per week

## Education

University of Houston - Cullen College of Engineering

August 2020 - May 2023

- Bachelors of Science in **Digital Media**
- Minor in **Technology Leadership & Innovation Management**

GPA: 3.69

## Programs | Skills

- Adobe After Effects
- Adobe Bridge
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Premiere
- Airtable
- Meta Spark io.
- Meta Spatial io.
- Microsoft Suite
- Ross Expression Maps
- Slack
- AR/VR Creation
- Budgeting
- Building Brand Identities
- Copy Writing/Editing
- Graphic Design
- Illustration
- Motion Graphics/Media
- Page Layout & Design
- Personalized Marketing
- Photography
- Social Media Management
- Videography