

Hailey Howell

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EDUCATION

University of San Diego

Bachelor of Arts, Communication

May 2026

Minors in Marketing and Visual Arts

- Lambda Pi Eta, Communication Honors Society
- Dean's First Honor List

Fall 2025

University College Cork – Study Abroad

Spring 2025

Major Coursework: Social Media Marketing, Festival and Ritual in Popular Culture

Cork, Ireland

EXPERIENCE

University of San Diego

San Diego, CA

The USD Vista

January 2024 – Present

**Held multiple roles at the University of San Diego's news publication, reaching over 8,000 undergraduate students*

Photo Editor

August 2025 – Present

- Brainstorm visual assignments with the Editor-in-Chief about photos needed and help assign tasks within the photo and art team at weekly meetings
- Shoot photos needed for section editors and edit images using Adobe Lightroom or Photoshop

Feature Editor

August 2024 – December 2024

- Shared pitch ideas, collaborated with contributors, and wrote two feature stories weekly
- Laid out and managed pages in Adobe InDesign during production and sent information to Distribution Manager

Social Media Manager

February 2024 – May 2024

- Posted three times a week on The USD Vista's Instagram to increase student engagement
- Created and designed posts in Canva that reflected the stories written by our students ensuring to keep consistent and cohesive branding

Palm Springs International Film Society and Scenario Communications

Palm Springs, CA

Public Relations Intern

June 2025

**Worked during the Palm Springs International ShortFest, specifically under the guidance of Scenario PR*

- Managed press check-ins, assisted at red carpet events during the festival, and ensured guests felt welcomed
- Compiled media coverage reports using Muck Rack and CoverageBook to evaluate publicity impact

McKenzie Designs

Palm Desert, CA

Personal Assistant

December 2022 – August 2025

**Assisted at Interior Design firm in bringing design concepts and re-branding efforts during academic breaks*

- Helped the lead designer by selecting fabrics and carpets that matched homeowners' visions
- Worked on a brand refresh for the company by creating a new logo, photographing clients' homes, and remodeling the website's layout
- Created photo albums for clients, assisted with social media, and helped manage billing statements

STUDENT ORGANIZATION INVOLVEMENT

University of San Diego - Surfrider Foundation Club

San Diego, CA

Co-President, Event Coordinator

August 2024 – Present

- Assist with submitting club funding, planning beach cleanups and general body meetings, and collaborating with other executive board members
- Help clean local beaches in San Diego, keep in-contact with the non-profit's national chapter, and promote more awareness about sustainability on campus

SKILLS

Technical: Proficient in Canva, Adobe Premiere Pro, Adobe InDesign, Adobe Illustrator, Muck Rack, CoverageBook, Qualtrics, Microsoft Office (Word, Excel, PowerPoint), Google Workspace (Docs, Sheets, Slides, Forms)

Social Media: HubSpot Social Media Marketing Certification; Instagram, TikTok, Snapchat, LinkedIn, Pinterest