

# HAILEY RIDEOUT-MILLIKEN

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Content creator with over 175,000 followers and 50 million views. Campaigns with Starbucks, Adobe, Blue Cross Blue Shield, Frito-Lay, and other major brands. Skilled in all aspects of social media and influencer marketing. Seeking further work in the world of digital marketing.

## EDUCATION

**Boston University:** BS in Media Science

## EXPERIENCE

**Content Creator** - @haileyandkiki on all platforms

Oct 2020-present

- Amassed over 175,000 followers across multiple platforms with consistent engagement
- Collaborations with Starbucks, Adobe, Frito-Lay, Blue Cross Blue Shield, Teletubbies, Pillow Pets, Pair Eyewear, and many more.
- Completed rapid turnaround of original content from pre- to post-production with strict adherence to brand protocols and deadlines.

**PRLab Account Executive** – BU PR Social

September 2024-present

- Created numerous video campaigns to raise awareness for Boston University's publications *BU Today* and *The Brink*.
- Operated as a professional agency to assist BU PR Social in creating educational content.
- Worked closely with other account executives on my team to ensure high quality content.

**Trend Reporter** – Starbucks and Adobe

Jul 2023-Mar 2024

- Consultant to two Fortune 500 companies.
- Reported and predicted social media trends for Starbucks and Adobe's social media channels.
- Displayed thorough knowledge of social media data analytics.

**Media Assistant** – Boston University Productions

Aug 2021-May 2022

- Assisted a full-service video production team that captured high-end marketing and educational videos for the university.
- Edited raw video material using AVID.
- Catalogued years' worth of archival footage

## **Notable Influencer Campaign Experience**

- Adobe 2023-2024, 2 videos posted on Adobe's social media channels
- Starbucks 2022-2023, 4 videos posted on Starbucks' social media channels
- Frito-Lay 2023, 1 video posted to @haileyandkiki TikTok page
- Pair Eyewear 2022-2023, 3 videos posted to @haileyandkiki TikTok page and Pair Eyewear's social media channels.
- The Trustees 2022-2023, 3 videos posted to @haileyandkiki TikTok page and The Trustees' social media channels.
- Blue Cross Blue Shield 2022, 2 videos posted to @haileyandkiki TikTok page

## SKILLS

Adobe Suite, Microsoft Suite, Data Analytics, Digital Marketing, Social Media Strategy, Video Editing, Photography