

Hailey R. Hendricks

(517) 528-5555

Hailey.r.hendricks@wmich.edu | www.linkedin.com/in/haileyrhendricks

EDUCATION

Western Michigan University, Haworth College of Business

Kalamazoo, MI

Bachelor of Business Administration

Expected Graduation:

Major: **Advertising & Promotion**

April 2025

Minor: General Business

GPA 3.73

PROFESSIONAL DEVELOPMENT

Marketing Research Intern

December 2023-Present

Perspectives Consulting Group | Paw Paw, MI

- Advise clientele on how to improve their bond passment through statistically driven strategies
- Prepare and clean large survey data using SurveyMonkey, Excel, and PivotTables
- Summarize and visualize research data using Word, Excel, and PowerPoint
- Produce general statistical reports from survey data using SPSS, Qualtrics, and Microsoft Suites

Inventory Photographer

February 2023-Present

Maple Hill Auto Group | Kalamazoo, MI

- Maintain accurate records of vehicles in our inventory by taking detailed photographs
- Craft a more user-friendly experience for our online customers through website accuracy
- Cultivate effective communication and collaboration with others by planning tasks as a team
- Train new team members how to perform job tasks effectively and efficiently

Legal Clerical Assistant

May 2022-August 2023

Dart Container Corporation | Mason, MI

- Worked closely with attorneys to document and convert physical minute books to digitalized versions with a high level of accuracy using Adobe and Microsoft Suites
- Developed strong interpersonal communication skills with co-workers and attorneys
- Performed other administrative support tasks, including drafting and proofreading correspondence and providing clerical support to paralegals and legal assistants

ACTIVITIES & HONORS

WMU AdClub, AAF Affiliate

Fall 2022-Present

Executive Board Member, Special Event Coordinator

Spring 2022-Present

- Coordinated logistics for professional development events in Detroit and Chicago, as well as volunteering opportunities for members

Western Michigan University Dean's List

Fall 21, 22, 23-Spring 22, 23

- Guest Speaker, American Geophysical Union Conference
February 2018

AWARDS

Awarded US Patent for Underwater Camera and Water Quality Monitoring System through the Microsoft #MakeWhatsNext Patent Program June 2020

Top Ten Film Finalist at the San Francisco Student Film Festival

January 2020

Top Five Film Finalist at the Thunder Bay International Film Festival

January 2020