

Haley Salta

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EDUCATION

University of Miami Herbert Business School

Coral Gables, FL

Bachelor of Business Administration in Marketing, Minor in Psychology

Expected May 2026

- **GPA:** 3.66 / 4.0
- **Honors:** Dean's List; Provost's Honor Roll; R. Marilyn Jones Memorial Scholarship
- **Relevant Coursework:** Digital Marketing; Marketing for Entrepreneurs; Cognitive Psychology; Business Analytics; Intermediate Business Statistics; Fundamentals of Business Technology and Innovation; Organizational Behavior; Professional Selling; Managerial Accounting

WORK & LEADERSHIP EXPERIENCE

Aply

Coral Gables, FL

Brand Relations Intern (Remote)

September 2024 – May 2025

- Support Marketing Directors in expanding new app targeted to college students; recruited 250+ members to use services that allow students to receive free products and create content
- Train new members to become micro-influencers and contribute to national content creation
- Liaise with Beauty and Wellness brand partners to receive and redistribute goods
- Leverage high-quality content across LinkedIn, Instagram, and TikTok to reinforce Aply's positioning, drive audience growth, and provide input on potential new features

Asset Living

South Miami, FL

Community Assistant

January 2025 – September 2025

- Drive leasing efforts by generating leads, conducting property tours, and marketing apartment amenities to prospective residents; close deals on new renters and renew ongoing leases
- Create original content by promoting lifestyle of current building and property under construction
- Serve as primary contact for residents, resolving inquiries and supporting management operations

Alpha Delta Pi Sorority – Gamma Delta Chapter

Coral Gables, FL

President

January 2025 – Present

- Lead Chapter operations, direct Executive Board and Officers to achieve seamless execution of programming, collaborate with all advisors, and support Vice President of Finance on yearly budget
- Guide Chapter initiatives and cultivate transparent communication to improve sisterhood development, academic excellence, and philanthropy, aligning to Alpha Delta Pi's goals and values
- Partner with alumni network to foster in-person opportunities for professional growth and created online groups for dynamic mentoring between alumni and current members

Vice President of Marketing

January 2024 – December 2024

- Oversee marketing team in developing cohesive branding efforts, including social media campaigns, merchandise, and promotional events to attract and engage target audiences
- Establish relationships with external organizations to expand reach and enhance brand visibility
- Leverage strategic planning and data analysis to optimize content on Instagram and TikTok, increasing follower engagement by 5%

SKILLS, ACTIVITIES, & INTERESTS

Technical Skills: Proficient in Microsoft Word, PowerPoint, Excel

Certifications: Digital Marketing Google Certificates in Customer Engagement and Lead Generation

Activities: AMA TikTok Director (Fall 2024); Order of Omega; Rho Lambda

Interests: *The Mel Robbins Podcast*, Pilates, Broadway Musicals, Netflix Documentaries