

Haley Salta

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EDUCATION

University of Miami Herbert Business School

Bachelor of Business Administration in Marketing, Minor in Psychology

Coral Gables, FL

Expected May 2026

- **GPA:** 3.70 / 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

September 2024 – May 2025

- Supported Marketing Directors in scaling new app targeted to college students; recruited 250+ members to use services that allow students to receive free products and create content
- Trained new members to become micro-influencers and contribute to national content creation
- Liaised with Beauty and Wellness brand partners to receive and redistribute goods
- Leveraged 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

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

Alpha Delta Pi Sorority – Gamma Delta Chapter

Coral Gables, FL

President

January 2025 – January 2026

- Led chapter operations and executive board to deliver the most successful recruitment cycle in chapter history, welcoming 110+ new members
- Guided chapter initiatives and cultivated transparent communication to improve sisterhood development, academic excellence, and philanthropy, aligning to Alpha Delta Pi's goals and values
- Partnered with alumni network to expand in-person opportunities for professional growth and created online groups for dynamic mentoring between alumni and current members

Vice President of Marketing

January 2024 – January 2025

- Directed marketing team in developing cohesive branding efforts, including social media campaigns, merchandise, and promotional events to attract and engage target audiences
- Established relationships with external organizations to expand reach and enhance brand visibility
- Applied data-driven strategy by analyzing post performance, engagement rates, and follower growth to optimize Instagram and TikTok content, increasing follower count by 2,500+

SKILLS & ACTIVITIES

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