

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:** 3.70 / 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

Asset Living

South Miami, FL

Community Assistant

January 2025 – September 2025

- Generated leads and conducted 100+ daily cold calls, securing signed leases and renewals by effectively communicating value to prospects
- Managed lead pipeline in Entrata CRM, tracking prospects and optimizing follow-up throughout leasing cycle to increase conversions
- Delivered 10+ hours of weekly in-person tours and interactions, achieving a 65% tour-to-lease conversion rate by tailoring experiences to prospect needs

Aply

Coral Gables, FL

Brand Relations Intern

September 2024 – May 2025

- Recruited 1,000+ college students to join brand ambassador program, enabling members to receive PR products in exchange for high-quality content creation
- Managed partnerships with beauty and wellness brands to coordinate product distribution and execute influencer campaigns across Instagram, TikTok, and LinkedIn

Alpha Delta Pi Sorority – Gamma Delta Chapter

Coral Gables, FL

President

January 2025 – January 2026

- Led chapter operations and executive board to deliver 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 potential new members
- 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; Psi Chi Honor Society; Rho Lambda

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