

802 W. Longleaf Dr. #76, Auburn, AL 36832•(334) 618-5395•hmwofford@gmail.com

# Hayley Mills Wofford

## Career Objective

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I am looking for a position where I will be able to apply my experience and creativity in public relations by organizing and planning events, promoting the qualities and benefits of social media and successfully interacting with people. While being a dedicated and enthusiastic team-player, my written and verbal communication experience combined with my creative skills and passionate work ethic could greatly benefit your organization. It would be an honor for me to learn from your organization while working for you.

## Qualifications

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### Written and Verbal Communication Proficiency

- Acquiring a thorough understanding of the basic elements involved in producing multimedia CD-ROMs, Web pages, graphic creation, audio editing and more in my PR Style and Design class.
- Maintained positive experiences for guests through excellent verbal communication while working as a Guest Services Agent for two years at Auburn University Hotel and Conference Center.
- Accomplished strong public relations skills through completing press releases, media kits, a full public relations campaign for a client, my own blog website, and a survey and research campaign for Auburn University.
- Demonstrated excellent written skills while creating, editing, proof-reading, and typing papers and articles for Journalism classes at Auburn University.

### Organizational Experience

- Developed strong marketing skills within the field of NASCAR through traveling and working on a mobile marketing tour for Motorsports Management International.
- Successfully planned, organized, scheduled, and managed a campaign for the Auburn University student position of vice president for Matt Ulmer.
- Coordinated the Henry County district for Bob Riley's campaign for Governor of the State of Alabama in 2002.
- Developed exceptional time management skills through organizing my school and work schedules simultaneously during my entire college career.

### Leadership Skills

- Gained valuable leadership skills within the marketing field of NASCAR operating and executing a mobile marketing tour for Motorsports Management International.
- Encouraged teamwork and participation in my social sorority as Spirit Chairman for a year.
- Developed a successful public relations campaign for Auburn University's Lobby Board as Public Relations Chairman.
- Accomplished strong management and situational skills when encountered with a problem from a guest that needed to be solved immediately while working as a Guest Services Agent at Auburn University Hotel and Conference Center.

## Employment History

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|----------------------------|---|---|
| June- November 2007        | <i>NASCAR Mobile Marketing Tour Agent</i> | Motorsports Management International- Mooresville, NC     |
| April 2004- present        | <i>Guest Services Agent</i>               | Auburn University Hotel and Conference Center- Auburn, AL |
| February 2003- August 2003 | <i>Data Entry Clerk</i>                   | Great Southern Wood Preserving- Abbeville, AL             |
| August 2002-August 2003    | <i>Sales Associate</i>                    | Hodge Podge- Dothan, AL                                   |
| Summer 2002                | <i>Medical Records Clerk</i>              | Eye Center South- Dothan, AL                              |

## Education

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Graduation date: August 4, 2007      Bachelor of Arts degree in Public      Auburn University (Auburn, AL)  
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## References

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- **John Penick**, *Auburn University Instructor*  
[penicjm@auburn.edu](mailto:penicjm@auburn.edu)  
334.501.6988
- **Jane Teel**, *Advisor/Instructor in the Department of Communications and Journalism at Auburn University*  
[teeljan@auburn.edu](mailto:teeljan@auburn.edu)  
334.844.2750
- **Chris Newman**, *Motorsports Management International*  
[cnewman@motorsportsmanagement.com](mailto:cnewman@motorsportsmanagement.com)  
704.235.5789
- **Matt Masencup**, *Motorsports Management International*  
[matt@mmi98.com](mailto:matt@mmi98.com)  
704.235.5789
- **Robert French**, *Public Relations Professor at Auburn University*  
[rdfrench@gmail.com](mailto:rdfrench@gmail.com)  
334.275.1799