

HALEY KEIZUR

Producer | Organic + Paid Social | Admin | Content Creation
| Passionate about Creativity and Storytelling |

Education

UNIVERSITY OF SAN FRANCISCO, 2021

- Graduated Summa Cum Laude, 4.0 GPA
- BA Media Studies; Minor in Computer Science

Work Experience

Peikoff Mahan Law Firm (2025-present)

Admin Assistant

- Manage professional schedules, project lists and travel itineraries for numerous partners; schedule and coordinate meetings
- Maintain Filemaker database of all contracts, use notion to track clients, tasks, to do's and networking details
- Boost office morale, assist with housekeeping tasks and office events as needed, create a family atmosphere within the office

The York Theatre (2025-present)

Social Media Manager

- Create content for mainstage productions, coordinate between cast and admin, generate ideas and manage content calendar

Cornerstone Creative Co (2024-present)

Producer

- Produce, plan and host cabarets at 54 Below; manage and cast performers and perform admin tasks
- Work with an up-and-coming composer/writer to develop his new musical

Manhattanville Coffee / Ground Central Coffee (2022-2025)

Social Media Coordinator/Manager/Barista

- Coordinate with the marketing agency, owners and store managers to plan and create content, grow the follower count, and build relationships with customers
- Oversee all coffee shop operations, serve as a positive and committed leader, manage and train employees

Reprise Digital (2021-2022)

Paid Social Associate

- Build and track social campaigns within a defined budget, manage results, impressions, and spend to optimize results for clients
- Create and present monthly and quarterly analysis of lead viability, distinguishing trends to improve and capitalize upon
- Utilize Google Campaign Manager and other softwares to gather insights and manage KPI's

Sunlight and Honey (2020-2023)

Creator, Entrepreneur

- Curate and create content for 10k followers, track growth through statistics and SEO, communicate and work with other content creators, engage with and create positive environment for followers
- Run an Etsy shop to sell handmade items, track and promote sales, manage time and orders

Freelance/Volunteer Work

- Social Media Work: Act as a part-time social media manager for various actors and performers (such as Funny Girl's Julie Benko) in various capacities, from managing their platforms, uploading videos, tracking post schedules, designing content and merch.
- Her Story Branding: Worked with the founder of the organization to curate brands for Broadway clients, kept track of shipments, brainstormed and researched potential clients and companies to partner with, created graphics for social media (2021)
- Knock for Democracy/Open Progress: Sent more than 170,000 texts and phone-banked during the Presidential and Georgia Run-off Elections to reach voters, recruit volunteers, and promote politicians (2020), Canvas/Door-Knock in Pennsylvania for statewide candidates, host my own phone bank to encourage young women to get involved (2024)
- Poll Hero: Set and exceeded expectations on an ambitious, non-partisan student-led project that recruited 40,000 young people to be poll workers during the 2020 election (2020)