

## Hayden Butler

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### TECHNICAL SKILLS:

**Editing Suites:** Proficiency in Microsoft Office Word, Powerpoint, Excel, WordPress, Constant Contact, CoSchedule (Hootsuite), Enquire, Google Drive, Google Adwords, Adobe Photoshop, and Adobe InDesign

**Social Media Platforms:** Excellent use of Twitter, Facebook, YouTube, LinkedIn, Instagram, Hubspot

### WORK EXPERIENCE:

#### **Assumption College, Worcester, MA**

**August 2018 – Present**

*Head Resident Assistant in Desautels Hall, 2nd largest Residence Hall on campus*

- Enforcing the administered rules and policies of Residence Life, Housing and Dining Services and the College.
- Responsible for facilitating the social, academic, and personal adjustment of students to the residence hall and College.
- Accountable for developing a sense of community among residents as members of a floor, residents of a hall, and active participants in the residence life system.
- Accountable for serving as a positive role model to residents and peer staff members.
- Responsible for acting as a liaison between residents and the College administration.

#### **Wareham Community Television, Wareham, MA**

**June 2019 – August 2019**

*Content Creator at local television station creating new and relevant content for the community as a whole*

- Volunteer help at local events, showcasing what the town has to offer.
- Helped create new electronic sports stream, building a new portfolio of media for the television station.
- Host of developed stream and created a friendly face for the local viewers and engaged interest in the stream.
- Assisted with other content creators to develop media for the television station.

#### **Senior Living Residences, Braintree, MA**

**May 2018 – August 2018**

*Marketing Intern at the Corporate Office of the company*

- Creating a marketing plan specialized for communities and their future marketing efforts.
- Responsible for co-creating the company's Instagram Social Media page.
- Help planning events for each of the company's communities.
- Sending emails to associates across the 18 communities to gather data for marketing efforts.
- Creating social media campaigns for Alzheimer's Month (June), certain communities, etc.
- Developed skills in using the program, Enquire Solutions, a program used to help increase Lead to close ratio.

#### **Dunkin Donuts, Wareham, MA**

**May 2014 – July 2019**

*Barista and Cashier at the Pimental Franchise located in Wareham, MA, works in store with the highest sales*

- Primary responsibilities include operating cash registers, building customer engagement, taking food and drink orders, and completing transactions.
- Dunkin' Donuts cashiers also regularly clean work stations, brew and grind coffee, restock cups and food items, and assist bakers.
- Make coffee and food to order among customers request with quick and efficient serve service.
- Works well in a team for making goods as efficient as possible.

### VOLUNTEER EXPERIENCE:

#### **Assumption College, Student Ambassador**

**September 2016 – September 2019**

- Trained and experienced in giving tours to incoming freshman looking at colleges, influencing their decisions on choosing what to explore in their future endeavors.
- Give at least two tours a week, following up with students and families after visit.

#### **TOPSoccer, Wareham Youth Soccer Club Volunteer Coach / Mentor, Referee**

**September 2013 – May 2016**

- Coach children from U12-U13, U8-U9, and toddlers on different techniques at different skill levels.
- Coach children with disabilities who could not compete at the same level as other children would.
- Called in on Sundays when needed, excelled in knowledge of emergency precautions if a child were to get injured.

### COLLEGIATE ACTIVITIES:

- **Assumption College, Resident Assistant**
- **Assumption College, Student Ambassador**
- **Assumption Greenhounds, Member**
- **Assumption Active Minds Club, Member**
- **Assumption College Anime Club, Vice President / Founder**

### EDUCATION:

#### **Assumption College, Worcester, MA**

**Graduation: May 2020**

*Candidate for Bachelor of Arts*

**Major:** Marketing **Minor:** Management

**Concentration:** Digital Marketing

