

ANN MARGARET HALLER

SUMMARY

Creative and detail-focused communications professional with a passion for connecting people to meaningful ideas and experiences. Skilled in developing strategic messaging, crafting visual and written content, and supporting initiatives that drive engagement. Brings a collaborative mindset, curious mind, and an ability to translate goals into compelling communications.

EXPERIENCE

Marketing Communications Associate

ExplorUS | Kansas City, Missouri | June 2023 - Current

- Designed hospitality signage and in-room directories for operations on public lands, including national parks.
- Supported business development with visual assets for bids, including diagrams, and logos.
- Established visual standards for the ExplorUS brand through trade show materials and social media management.
- Developed logos and brand guidelines for hospitality brands, including Thousand Hills State Park Marina and Camp Pin Oak at the Lake of the Ozarks
- Produced print and digital menus for various dining venues, including Crater Lake and Grand Canyon National Parks.
- Crafted SEO-optimized product descriptions for online retail for Acadia National Park.
- Collaborated with on-site teams in a variety of locations to meet guests' needs.
- Gathered feedback from stakeholders regarding the effectiveness of communication tactics.
- Edited and proofread materials for clarity, consistency, and adherence to brand guidelines.
- Designed advertisements for publications such as the Tahoe Daily Tribune.
- Utilized the Adobe Creative Suite and Canva to bring design projects to life.

Intern

Scout & Nimble | Columbia, MO | August 2022 - May 2023

- Contributed to the creation of SEO-friendly product descriptions for a high-end e-commerce outlet.
- Contributed to crafting engaging emails aimed at enhancing customer communication.
- Supported blog writing and content development to increase online visibility.

Intern

KC Kansas Angels | Kansas City, KS | May 2021 - August 2021

- Assisted at community engagement events to strengthen charitable visibility.
- Developed and scheduled social media content to enhance online presence.
- Crafted newsletters for donors and participants to communicate updates effectively.

CONTACT

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 annmargarethaller@gmail.com

 Missouri

SKILLS

- Email marketing
- Cross-Functional Collaboration
- Strategic messaging
- Press release writing
- Digital communications
- Detail-oriented
- Multitasking
- Content creation
- SEO optimization
- Graphic design
- Brand management
- Artificial intelligence (AI)
- Adobe Creative Suite

PORTFOLIO

- <https://annmargarethaller.wixsite.com/annmargarethaller>

EDUCATION AND TRAINING

Bachelor of Journalism

Strategic Communication
University of Missouri, Columbia, MO
Minors in Business and Political Science
May 2023

ACCOMPLISHMENTS

- ExplorUS Corporate Support Associate of the Year, 2024