

# Hayden Wynn Paoletti

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## EDUCATION

### Arizona State University

*Herberger Institute for Design and the Arts  
Bachelor of Science in Design - Graphic Design  
Cumulative GPA: 3.93*

**Tempe, Arizona**  
*August 2019 - Present*

## WORK EXPERIENCE

### Residence Hall Association

*Director of Marketing*

**Tempe, Arizona**  
*May 2020-May 2021*

- Served as the Executive Board Director of Marketing for one year. Responsible for overseeing the creation of marketing across the entirety of the Arizona State University's Residence Halls.
- Collaborated with the Director of Programming and Director of Advocacy on branding and marketing the campus-wide events serving the 77,000 on-campus students at Arizona State University.
- Hosted a Virtual Concert featuring student-led talent, a DJ streamed to over 1000 concurrent viewers. Resulting in the expansion of virtual events led by other student organizations.
- Spearheaded the production of 15,000 promotional T-shirts over three campus-wide events in collaboration with local vendors. Maintained extensive documentation of designs, communication, and pricing during the production of the t-shirts resulting in the ability to market our student organization through these free t-shirts for residents.

### Forest Highlands Golf Club

*Marketing and Communications Lead*

**Flagstaff, Arizona**  
*May 2017 - August 2021*

- Lead all Marketing and Communication from the Recreation Department of Forest Highlands. Including the creation of posters and flyers to inform members of upcoming events. Led Event Strategy communication with the General Manager of Recreation.
- Produced Weekly Email Blasts and Monthly Magazines for over 1500 members of Forest Highlands Golf Club consisting of Golfing, Racquet, and Recreational Events for members. Managed an Instagram and Facebook showcasing the Members, Staff, and events occurring on the club grounds.

## LEADERSHIP EXPERIENCE

### Residence Hall Association

*President of Arcadia and McClintock Residential Halls*

**Tempe, Arizona**  
*October 2019 - May 2020*

- Lead a small team of driven individuals to plan several on-campus events for residents of the ASU Arcadia and McClintock Communities. Events Included: Community Movie Nights, Paint with Friends, Sunday Night Football, Brand Identity Night, and Exploration into the World of Design.
- Spearheaded community outreach in the form of Email communication, on the ground tabling, and the creation of posters and flyers to promote the several events occurring in the community.
- Many of the events listed required the use of the Community funds and required highly detailed documentation of actions, attendance, and event performance in order to justify the ethical use of resident funds.

## SKILLS & INTERESTS

**Skills:** Proficiency in Adobe Suite ( Photoshop, Illustrator, InDesign, XD ), Microsoft Office Suite, HTML & CSS, Client Relations, Management and Outreach, Project Management and Overall Computer Proficiency

**Interests:** Participation in amateur Level Sports and Team Captain for Grand Canyon Angles (League of Legends E-Sports Association) and the participation in intramural soccer and volleyball on the campus of Arizona State University.