

Hadley

Oehlert

+ Personal Information

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+ Profile

I am a storyteller. I hope to continue my creative journey with those who seek to tell impactful stories. My current office from home looks a little different than I imagined, but is filled with furry work companions and lots of coffee to keep me company. Working from home has forced us all to be creative, and the job I am looking for will give me that same opportunity to make the best out of any situation. I want to help people tell their stories. I want to develop beautiful things that have the ability to last in an ever-changing world.

+ Professional Experience

📅 08/2020 – PRESENT 📍 LAWRENCE

Assistant Copywriter Payless ShoeSource

- Curated copy for all shoe apparel for Payless.com, Latin and North American regions, Franchise department, and Amazon.com.
- Assisted in updating the Payless database with copy for over 10,000 shoes through the company's rebrand.
- Wrote promotional copy for the Powered by Payless event in Miami as well as the upcoming reopening of the Payless store in Miami.
- Lead Influencer promotion by selecting product, packaging and shipping.
- Created branded copy for L.A. Gear, Nicole Miller and Mudd.

📅 06/2020 – 07/2020 📍 KANSAS CITY, KANSAS

Marketing and Communications Intern Emery Sapp and Sons

Main Responsibilities & Contributions:

- Tasked to design proposal profiles.
- Crafted blog posts.
- Edited biographies company-wide for web content.
- Utilized the Adobe Suite, primarily InDesign, Lightroom, Photoshop and Premiere.
- Assisted in developing social media guidelines for

+ Professional Experience

the company.

- Drafted social media posts across all platforms.
- Worked closely with DEG to produce concepts for the company's Employee Handbook.

📅 08/2018 – 07/2020 📍 LAWRENCE, KANSAS

Communications Assistant University of Kansas- College of Liberal Arts and Sciences

Main Responsibilities & Contributions:

- Scheduled daily social media content across all platforms.
- Wrote press releases about visiting artists and University news.
- Created content for website and recruitment work.
- Assisted with Podcast production and development.

+ Strengths

- Planning
- Business storytelling
- Interpersonal
- Attention to detail
- Empathetic
- Learning Agility
- Writing
- Creative
- Organization

+ Hobbies



Photography



Coffee



Music

+ Social Media



@Hadleygraceee



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