

Haley Sparger

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Education

Texas Tech University, Rawls College of Business Administration

Lubbock, TX

Bachelor of Business Administration, Management of Information Systems

Graduation Date: May 2017

- Concentrations: Web Development & Telecommunications
- Cumulative GPA: 3.382

Experience

Freelance Brand Ambassador & Event Lead

January 2015 – Present

Quality Brand Promotions | Red Dot | Assist Marketing | Drive Shop

Across the U.S.

- Works with several marketing agencies to represent brands such as Five Hour Energy, Polaroid, Coca-Cola, Alaskan Brewing Company, Fiat Chrysler Automotive, MillerCoors, and much more.
- Promotes new products at events, stores, and college campuses. Always meets or exceeds sales quotas or goals due to competitive nature.
- Writes detailed event reports that include area demographic, consumer feedback, success of the event, and comments on how to improve event for next time.

Web Services Assistant

May 2016 – May 2017

Texas Tech University

Lubbock, TX

- Created & edited web content as requested.
- Assisted with usability testing and website revisions based on findings.
- Created learning resources and documentation through the TTU Wiki.
- Trained incoming student assistants on how to edit the official Texas Tech University website.

Software Intern

May 2016 – August 2016

TimeForge

Lubbock, TX

- Worked with developers on creating overtime wage calculation software for clients in California.
- Wrote how-to guides on the software and blog posts for the company site.
- Performed QA testing on software and wrote reports on findings.

Leadership Experiences

Women in Business

January 2015 – May 2017

Secretary (*January 2015 – December 2015*)

- Organized social events such as Fuzzy's Night & intramural volleyball.
- Created and distributed agendas and minutes for each meeting.

Head of Marketing & Webmaster (*December 2015 – December 2016*)

- Created the Webmaster position & made the WIB website including ecommerce. This made it easier for members to pay dues and buy merchandise. Having a website also increased awareness of our student organization.
- Redesigned the WIB logo to a cleaner, more modern look.

Mentor (*January 2017 – May 2017*)

- Acquired Dillard's as a sponsor for WIB. Dillard's has rewarded our top members with prizes such as gift cards or business suits.
- Creates documentation about the website and positions. Gives advice to officers during board meetings.

Association of Information Technology Professionals (AITP)

January 2017 – May 2017

Vice President (*January 2017 – May 2017*)

- Acquired funding for AITP through the Student Government Association and Rawls College of Business.
- Directed officers in new endeavors such as providing technical short courses & finding new ways to increase student awareness of our organization. We have already increased membership by fifty percent!