

Garrett C. Haslam (they/he)

📞 210.834.1395

✉️ garrettchaslam@gmail.com

🌐 [/in/garrettchaslam](https://www.linkedin.com/in/garrettchaslam)

Experienced and creative communications and marketing professional seeking a new role and opportunities to expand skills.

Skills & Competencies

Project Management
Demand Planning & Analytics
Strategic Influencing

Brand Management
Communication & Writing
Stakeholder Engagement

Account Management
Research & Strategy
Team Development & Management

Technology Proficiencies

CMS HTML SPSS Salesforce Tableau Microsoft Excel Microsoft PowerPoint Google Analytics

Work Experience

Becker School at Congregation Emanu El, Houston, TX

Marketing and Admissions Coordinator, *January 2025 to present*

- Developed and executed strategies to attract new students and families to Becker School, focusing on expanding enrollment, enhancing family engagement, and cultivating relationships with prospective families and business affiliates.
- Monitored and analyzed enrollment trends to inform strategic planning, updated marketing materials, and communication strategies to promote the school effectively.

Lamar University, Beaumont, TX

Enrollment Marketing Manager, *January 2022 to June 2024*

- Designed and implemented effective marketing strategies for the Office of Retention and Student Success, engaging cross-departmental stakeholders to target re-enrollment and student success efforts.
- Maintained detailed analytics and reporting for marketing campaigns.

State Farm Insurance, Atlanta, GA

Senior Account Representative, *January 2021 to December 2021*

- Managed financial and transactional history of target accounts coordinating with cross-functional teams.
- Maintained top-of-cohort performance metrics, supporting agents, clients, and divisional representatives.

Outpost Repertory Theatre, Lubbock, TX

Marketing Director, *January 2020 to January 2021*

- Curated online presence and social media campaigns while managing public outreach and field marketing to boost ticket sales and campaign reach.
- Conducted consumer analysis to identify key market groups and effectively promote the theater and performances.

Texas Tech University, College of Media & Communication, Lubbock, TX

Instructor, *January 2019 to January 2020*

- Designed and facilitated lectures and assessments, guided undergraduate students in communication principles and professional conduct, and provided educational counseling and professional development.

Teaching Assistant, *January 2018 to January 2019*

- Managed administrative and instructional duties for MCOM 2350 - Communicating in a Global Society and MCOM 3320 - Media Communication & Law.

Education

MA Mass Communications, Texas Tech University, December 2019

BA Electronic Media & Communications, December 2017

References available upon request.