

HALEIGH O'NEIL COLBET

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SUMMARY

Public Relations professional (May 2026 graduate) with internship experience in sales outreach, partnerships, and event activation. Skilled in client communication and community engagement.

WORK EXPERIENCE

Marketing Intern | Chicken Salad Chick Oct. 2025- Present

- Conduct outbound outreach and cold-calling to generate new business opportunities and partnerships
- Secured a regional sports sponsorship, increasing brand visibility and community engagement
- Build and maintain relationships with local businesses and community partners to drive sales growth
- Assist with marketing campaigns, including in-store promotions, tastings, and community activations
- Coordinate with partners to fulfill sponsorship deliverables and ensure alignment on campaign goals

Humane Educator | Humane Society of South MS 2025

- Led community engagement initiatives and events, strengthening public awareness and participation
- Built partnerships with local organizations to expand outreach and program visibility
- Created multimedia content to support campaigns and improve audience engagement

Social Media Intern | Songs of Survivors 2022-2023

- Developed and scheduled digital content to increase engagement, awareness, and audience growth
 - Supported marketing campaigns and event promotions across social platforms
 - Analyzed performance metrics to optimize content strategy and improve results
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EDUCATION

Bachelor of Arts in Communication May 2026 Graduate

Mississippi State University

- Public Relations Concentration
- Mississippi State GPA: 3.72

Extracurriculars

Public Relations Student Society of America

Omega Nu Lambda National Honor Society

KEY SKILLS

- Cold Calling & Lead Generation
- Sales
- Client Relationship Management
- Sponsorship Development
- Event Planning
- Public Relations & Community Outreach
- Persuasive Communication
- Social Media Marketing