

HALEIGH O'NEIL COLBET

haleigh.oneil@gmail.com | (228) 313-4178 | St. Petersburg, FL

SUMMARY Public Relations professional with experience in community engagement, brand partnerships, and event activations. Skilled in coordinating marketing initiatives, building community relationships, and supporting experiential campaigns that strengthen brand awareness.

WORK EXPERIENCE **Marketing and Sales Chicken Salad Chick and Zaxby's Oct. 2025- Present**

- Coordinated community events, sponsorship activations, and sample drop-offs to increase brand awareness and community engagement.
- Represented the brand at regional sporting events and community activations, engaging with guests and promoting brand experiences.
- Secured a regional sports sponsorship, increasing brand visibility and strengthening community partnerships.
- Coordinated sponsorship deliverables, promotional materials, and partner communications to support successful marketing activations.
- Built and maintained relationships with local businesses, schools, and community organizations to expand marketing and outreach opportunities.

2025

Humane Educator | Humane Society of South MS

- 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

2022-2023

Social Media Intern | Songs of Survivors

- 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

EDUCATION **Bachelor of Arts in Communication** **May 2026 Graduate**
Mississippi State University

- Public Relations Concentration
- Mississippi State GPA: 3.75

Extracurriculars

Public Relations Student Society of America
Omega Nu Lambda National Honor Society

- KEY SKILLS**
- Community Engagement
 - Sponsorship Development
 - Organizational Skills
 - Canva
 - Adobe Creative
 - Event Planning
 - Public Relations & Community Outreach
 - Persuasive Communication
 - Social Media Marketing