



CONTACT

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EDUCATION

Southern Utah University
Master's of Arts
Professional Communications
2020 - 2021

Lincoln Christian University
Bachelor of Arts
2016 - 2019

SKILLS

- Campaign Creation
- Marketing Strategy
- Digital Marketing
- Email Marketing
- Social Media
- Copywriting
- Brand Strategy
- Go-To-Market Strategy
- Content Creation
- Graphic Design
- Video Production
- Event Marketing
- Retail Marketing
- Advertising

HAYDEN STRADER

Communications & Marketing

EXPERIENCE

Marketing Manager Oct. 2024 - Present

Gameday Spirt | The Indiana Shop | Cy's Locker Room

Champaign, IL | Bloomington, IN | Ames, IA | Muncie, IN | Evanston IL

- Leads go-to-market strategy for multi-channel marketing campaigns that **drive revenue & major growth across all markets and channels.**
- Develops marketing campaigns that have **driven record growth on web, email, and social media across all KPI's.**
- **Manages marketing team day-to-day execution** of campaigns and content calendars.
- Leads cross-departmental execution, **ensuring alignment between departments and retail, digital, & in-person marketing initiatives.**
- **Designs (graphic) and produce (short form video) on trend and viral content** for marketing channels.

Advertising and Brand Manager Oct. 2023 - Dec. 2024

Golden Nugget Danville - Saltgrass Steakhouse

Danville, IL

- **Managed all advertising & brand** creative, messaging, strategy, & execution for casino & steak house.
- **Designed original content for all advertising & promotional materials** including promo logos, merchandise, direct mail, signage, digital, etc.
- **Wrote ad & promo copy for all digital and print advertising** - social, email, direct mail, OOH, etc.

Social Media Manager Jan. 2023 - Present

OMiT

Brooklyn, NY

- **Direct social media posting, messaging, content, and strategy** to align with brand objectives & vision.
- **Ideate, produce, design, & execute** successful social campaigns.
- **Engage in strategic community management** to foster organic foundation primed for channel growth.
- **Designed original brand suite** for OMiT Brooklyn Team.

RESEARCH

Southern Utah University

Master's Capstone Thesis
*A Quantitative Content Analysis
of Professional Esports and Sports
Teams' Twitter Accounts*

Other Research

*#Ad: A Grounded Theory
Analysis of How Social Media
Influencers Promote Their Own
Products*

HONORS

Summa Cum Laude - 2021

Southern Utah University

Communicatoins Club - 2020 - 2021

Southern Utah University

Soccer Team - 2016 - 2018

Lincoln Christian University

Magna Cum Laude

Lincoln Christian University

Valedictorian- 2015

Oakland High School

SOFTWARES

Adobe Creative Suite

Illustrator
Photoshop
Premiere Pro
InDesign

Canva

Hootsuite

Klaviyo

Mailchimp

Microsoft 365

Word
Powerpoint
Excel

EXPERIENCES (CONT.)

Marketing Coordinator - Videographer

Jan. 2023 - Aug. 2023

DME

Madison Heights, MI

- Managed & coordinated all digital marketing design, messaging, strategy, and execution.
- Designed original content for social media & print marketing materials.

Marketing Assistant

Aug. 2021 - Dec. 2022

TRUMPF

Plymouth, MI

- Assisted in business development, content production, & event planning, including trade shows & in-house events.
- Maintained influencer relations with a YouTube influencer (500K subscribers).

Social Media Manager/Graphic Designer

Nov. 2019 - Feb. 2021

BR*KEN

Lincoln, IL

- Designed all logos, merchandise, & graphics for social media.
- Managed all social media strategy and execution.

Student Marketing Assistant

May 2017 - May 2019

Lincoln Christian University

Lincoln, IL

- Shot & produced short-form content for Instagram.
- Contributed to social media strategy and scheduling.

REFERENCES

Kayte Malik

Marketing Director
Gameday Spirt (*prev.*)

Phone: 704-996-1430

Jahnae Erpenbach

General Manager
Golden Nugget (*prev.*)

Phone: 765-639-1521

Max Meseke

Direct Report
Gameday Spirit

Phone: 618-420-1242

COLLEAGUE COMMENTS

"I wanted to say what an excellent job you've done. For doing this with little supervision, it looks very polished and well done. You should be proud."

Braden Bagley, MA Advisor (Southern Utah University)

"Hayden, you are very skilled at your job. You do a great job with both the casino and the restaurants' [advertising]."

Laura Stark, Food & Beverage Manager (Golden Nugget)