

Haley Hooper

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Education

Northwestern University • B.S. Organizational Change • June 2023

Minors: Segal Engineering Design and Entrepreneurship • GPA: 3.6 • ACT: 33/36

Designing for Social Impact, Human Centered Design, Women in Business, Independent Research, UX Design

Dartmouth College • Tuck School of Business Bridge Program • Winter Cohort • December 2020

Selected for this 4-week business intensive program taught by Tuck School of Business MBA faculty, Developed skills in corporate finance, marketing, financial accounting, managerial economics, business communications, and spreadsheet modeling, conducted a valuation of Constellation Brands--projecting future earnings, completing financial, marketing, and strategic analyses

Work Experience

Ernst and Young • People & Advisory Services Intern • June 2022 to Aug 2022

Managed project with a budget of \$100M+, assessing opportunities and risks in the acquisition merging process, advising stakeholders by anticipating issues and their solutions, led large-scale organizational design project work-streams across sectors from strategic transformational workforce planning to change management implementation, developed human capital consulting skills in a 0-1 construction services transition project while building relationships with colleagues and clients

Rock Central • Product Owner/ Project Manager Intern • June 2021 to Aug 2021

Planned the procurement, execution, and completion of projects and fulfillment work on the team backlog
Prioritized an average of 10 product features and capabilities per day on 5+ projects, effectively managed reaching internal and external stakeholder goals, independently assisted build out for Rock Central's growing UX/UI sector within Backbone Technology Team, integrated components of transformational initiatives increased engagement by 30% on internal websites

Quicken Loans • User Experience Design Intern • June 2020 to Aug 2020

Communicated with 45+ companies, translated client needs to tech backlog, road mapping, supported many websites within the FOC, over 10% efficiency increase, analyzed over 20 websites and data analytics, led to a consolidation of 16/20 websites, developed employee exposure risk optimization technology and internal security program via bracelet for COVID reEntry (Pandemic Response Team)

2MNext (Materials Managers and Engineers, Inc) • Marketing Intern • June 2019 to Aug 2019

Pitched ideas and business opportunities to potential clients at engineering firms matching events
Participated in City of Atlanta project planning meetings and proposals; received airport clearance

Projects

The Garage at Northwestern • X-Factor and Propel Program Participant • September 2019 to Present

Selected to be one of the 8 new members per quarter: Participated in the Hogan Leadership assessment, a clinical intervention aimed at individualized transformational leadership growth (X-Factor)
Earned a \$1,000 grant to spend on an entrepreneurial project – solo founded 2 companies, "ClubSpot" and "Opal For Everyone" (Propel), designed & built 2 websites, and business plans, and conducted user research

Kingswood Fun Run • Founder • 2015 to Present

At 9 years old, started and maintained a fun run to benefit the Atlanta Humane Society organized and publicized the run, solicited sponsors, coordinated volunteers, vendors, and news coverage
Single-handedly raised over \$100,000

HHDesigns LLC. • President and Owner • 2010 to August 2019

Makes and sells her jewelry on site HHPearls within the ETSY marketplace (www.etsy.com/shop/hhpearls)
Manages online orders and customer service; annual revenue \$12,000

Extra-curriculars

NU Varsity Cross Country • Team Member • August 2019 to October 2020

Recruited to Northwestern's Big Ten program after showing success in high school including: GSHA 3A State Champion, Georgia's Fastest Freshman, Atlanta Track Club All Metro Designation
Balanced a full academic course load while committing 25+ hours a week to training

Skills

Computer: Figma, Adobe Creative Suite, SketchUp, Excel, Microsoft Suite, WordPress, Languages (R, Python, Java)
Industry Knowledge: Digital Media, Strategic Communications, Social Media, User Research and Usability Testing, Information Architecture, User Experience / UI, Entrepreneurship, Data Analytics