

HALEY HOOPER

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EDUCATION

Northwestern University

Candidate for Bachelor of Science in Organizational Change, minors in Business Institutions & Entrepreneurship
Certificate: Segal Engineering Design Affiliations: Women in Business
GPA: 3.7/4.0 ACT: 33/36

Evanston, IL
June 2023

Dartmouth College - Tuck School of Business Bridge Program

Winter Cohort Participant

- Selected to engage in the 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 team-based valuation of Constellation Brands--projecting future earnings, completing financial, marketing, and strategic analyses, and presenting results to senior executives

Hanover, NH
December 2020

University of Georgia - Terry Business Academy Exploration Program

Athens, GA

PROFESSIONAL EXPERIENCE

Ernst and Young

People & Advisory Services Intern

- Managed project with 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

Chicago, IL
Summer 2022

Rock Central

Product Owner/Manager Intern

- Planned the procurement, execution, and completion of projects and fulfillment work on team backlog
- Prioritized average of 10 product features and capabilities per day on 5+ projects, to effectively manage 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 increasing engagement by 30% on internal websites

Detroit, MI
Summer 2021

Quicken Loans User Experience

UX Design Intern (Backbone Technology Team)

- 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)

Detroit, MI
Summer 2020

Winter Internship

- Networked with senior leaders from across the FOC, shadowed hiring leaders in my areas of interest, volunteered with local nonprofits
- Received an offer to join Quicken for summer 2020

Winter 2019

2MNext (Materials Managers and Engineers, Inc) Internship

Marketing Intern

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

Atlanta, GA
Summer 2019

LEADERSHIP EXPERIENCE

The Garage at Northwestern (Northwestern's Entrepreneurship Incubator)

X-Factor and Propel Program Participant

- Selected to be one of the 8 new members per quarter: Participated in the Hogan Leadership assessment, 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 and built 2 websites, business plans, and conducted user research

Evanston, IL
2019 - present

NU Varsity Cross Country

Team Member

- 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

Evanston, IL
2019 - 2020

Alpha Phi Fraternity

Vice President of Health, Wellness, & Accountability

- Elected Position -- Fulfills the duties of Chapter President if the Chapter President is absent, Leads, directs and facilitates regular meetings on Health, Wellness, & Accountability, including: Member of the Executive Council, Judiciary Board, and Program Council

Kingswood Fun Run

Founder

- 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

Atlanta, GA
2010 - 2019

HHDesigns LLC.

President and Owner

- 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

Atlanta, GA
2015 - present

SKILLS

Computer: Figma, Adobe Creative Suite, SketchUp, Excel, Microsoft Suite, WordPress, Languages (R, Python, Java)

Industry Knowledge: Digital Media, Strategic Communications, Social Media, Venture Capital, Private Equity, Entrepreneurship, Data Analytics