

## HALÉ GUGSA

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### **PROFESSIONAL SUMMARY:**

LVMH and Google-certified professional blending a B.S. in **Computer Information Systems** with a B.A. in **English Literature (Film & Digital Media)**. Proven expert in high-stakes program coordination, digital marketing strategy, and narrative-driven campaign execution. Dedicated to architecting seamless operational frameworks for luxury, media, and tech-forward organizations.

### **CORE SKILLS**

- **Administrative Support:** Calendar Management, Meeting Coordination, Record-Keeping, Policy Adherence.
- **Data & Technical:** MS Excel, Salesforce, Trello, Workday, Looker, Canva, Google Analytics, Bing Webmaster Tools, Meta Business Suite, Hootsuite, Python, SQL.
- **Operations:** Project Coordination, Resource Allocation, Problem Solving, Market Research.

### **EXPERIENCE:**

#### **BETOCH COMEDY: Marketing Coordinator**

**Sep 2025 - Present**

- Participated in content creation efforts on the Marketing Media team for Betch Comedy's YouTube account with over 950,000 subscribers, actively engaging in developing multiple videos.
- Wrote compelling copy for digital advertising campaigns, integrating SEO and trend insights to align messaging with brand voice and strategy.
- Led a digital marketing campaign for the client's annual 13th anniversary celebration event, leveraging social media and paid social ads to achieve a 20% increase in attendees, totaling 280 people.
- Drafted and distributed a press release to established media lists, ensuring widespread coverage and effective communication of key event details.

#### **SUCCESS ACADEMY: Program Coordinator**

**Jul 2024 - Sep 2025**

- Managed complex program logistics and operational infrastructure, ensuring the smooth execution of high-priority academic initiatives and services for over 80+ independent cases.
- Analyzed student data trends to inform the development of improved support frameworks, maintaining a high level of data accuracy and record-keeping integrity.
- Acted as a central point of contact for diverse stakeholders, facilitating clear communication and fostering rapport to meet organizational goals.

#### **TILAHUN ADVERTISING AND ARTISTIC PROMOTIONS PLC: Marketing & Executive Assistant Feb 2022 - Mar 2023**

- Developed and presented detailed reports summarizing marketing effectiveness and KPI performance to inform future digital strategies.
- Utilized analytical tools to monitor website traffic and user interaction patterns, ensuring data-driven insights were integrated into promotional efforts, increasing engagement by 25%.
- Assisted in the development of compelling marketing materials across various digital platforms, maintaining brand consistency and target audience relevance.

#### **XHELENT STUDIOS: Marketing & Event Coordinator**

**June 2021 - Feb 2022**

- Analyzed marketing campaign data to provide actionable insights for performance improvement and brand awareness growth.
- Collaborated cross-functionally with the Brand and Operations teams to develop and execute tailored marketing plans that drive visibility and engagement across all properties.
- Created and implemented a detailed social media calendar to ensure consistent and effective content posting.

### **EDUCATION:**

#### **SYRACUSE UNIVERSITY | LOYOLA UNIVERSITY**

- **Bachelor of Science:** Computer Information Systems
- **Bachelor of Arts:** English Literature (Concentration: Film & Digital Media)
- **Minor:** Business Administration
- **Certifications:** Google Digital Marketing and E-Commerce Certificate, LVMH: Luxury & Insights Certification