Haley Lawyer

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EDUCATION

Louisiana State University - Baton Rouge, LA
Sports Management & Communications, Expected in 05/2027

- Gained hands-on experience in hospitality operations, providing exceptional customer service and supporting event logistics to enhance the fan experience during Super Bowl LIX.
- Internship that supports merchandise operations and fan engagement initiatives for the Savannah Bananas, contributing to a high-energy, fans first experience through inventory management, customer service, and creative promotional strategies.
- Collaborated on the "Tigers on the kneaux" instagram team, creating engaging social media content that earned recognition as the #1 school instagram by the LSU The Mag for creativity and student engagement.

SUMMARY

Result-driven professional with four years of experience in business operations, marketing and customer service. Proven track record of driving revenue growth through strategic planning and execution. Skilled in customer service, fans first, retail management, marketing and hospitality. Currently pursuing a degree in Sports Management & Communications to further enhance expertise in the field.

SKILLS

- Brand strategy development
- Positive attitude
- Customer service
- Effective problem resolution
- Teamwork and collaboration
- Time managment

EXPERIENCE

SAVANNAH BANANAS TEAMMATE | 06/2025 to Current
Fans First Entertainment - Savannah, GA

- Adapt seamlessly to new cities and venues each week, quickly learning local logistics to provide consistent, high quality service on the road.
- Serve as a frontline representative of the Fans First breand, resolving issues with empathy, speed, and professionalism to turn challenges into positive moments.
- Collaborate with cross functional teams to execute live events, ensuring operational excellence and alignment with company values and upholding the fans first motto.
- Maintaining high energy and enthusiasm in constantly changing environments, building genuine connections with fans and teammates across the country.

CO-OWNER/ASSISTANT MANAGER | 07/2023 to Current
Cellar 77 - Cobleskill, NY

- Drove revenue growth by 75% by successful implementing new products and marketing strategies
- Resolved any customer complaints or issues promptly while maintaining a positive brand image
- Spearheaded successful product launches by developing integrated marketing techniques that are designed to generate buzz among our target audience
- Oversee all aspects of operations, including finance sales, marketing, and human resources, to guarantee all aspects of the business are running effectively
- Manage multiple projects simultaneously within previously established timelines

SUPER BOWL LIX HOSPITALITY | 01/2025 to 02/2025
NOLA Protection Group - New Orleans, LA

- Coordinated and executed high profile hospitality, events for major partners, including Pepsi, Spotify, the Ritz, Carlton, Uber and the NFL and showing seamless guest experience for VIP clientele
- Facilitated logistics and coordination of private events, including working directly with high-level executives and celebrities in fast pace high-pressure environments
- Delivered exceptional customer service by anticipating, and addressing the needs of guests which helped contribute to the success of high stake events
- Represented Super Bowl LIX hospitality with professionalism and discretion enhancing the events, reputation for luxury and exclusivity
- Maintained in-depth knowledge of event schedules, VIP guest preferences and venue specific services to anticipate needs and proactively deliver superior service