

# Hayley Meerdo

Communication and Media, Public Relations

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📍 Pittsburgh, PA

## EDUCATION

2022-2025

Slippery Rock University; Undergrad

- Communication and Media Degree
- Concentration in Public Relations

## AWARDS

- Scholastic Art and Writing Award from the Alliance of Young Artists and Writers.
- Dean's List at Slippery Rock University

## SKILLS

**Hard Skills:** Customer service, Artistic background with credit in art design and interpretation, AP style writing, Writing for public relations and integrated marketing communications, Multimedia content creation, Pitching marketing and PR strategies, Editing, Blogging.

**Soft Skills:** Interpersonal, Dependability, Adaptability, Motivation, Problem-solving, Leadership strategies and abilities.

**Software:** Adobe Design, Canon Photography Equipment, Wix Website building, Canva, Microsoft.

## EXPERIENCE

SEP 2025

Greer Chiropractic and Rehabilitation, Bridgeville, PA - Chiropractic and Marketing Communication Assistant

- Assisting doctors with patient treatment plans and rehabilitation.
- Communicating educational chiropractic standards with patients to ensure understanding and build trust.
- Using marketing communication tactics to create outreach projects and increase center's public visibility.

JULY 2025 - OCTOBER 2025

TABLE Magazine, Pittsburgh, PA - Online Article Editor

- Copy-edit and arrange lifestyle articles for online viewing and easy website navigation.
- Tailor articles for increased web clicks through SEO performance.

OCTOBER 2024 - FEBRUARY 2025

Reality Tour, CANDLE, INC., Butler, PA - Communication Internship

- This communication internship with a nonprofit drug prevention program involved public outreach, social media content creation, 2 blog posts, community relations, skill building, professional portfolio building and relations with internal volunteers and outside organizations.

DECEMBER 2023 - MAY 2025

Hampton Inn and Suites, Grove City, PA - Front Desk Associate

- Managing customer service of customers staying at Hilton owned locations.
- Assisting with check-ins, accommodations and positive experience of guests.
- Achieved Hilton Champion and Social Media Champion status, resulting in over 50% increase in social media engagement.
- Creating handouts and hotel letters.

AUGUST 2024 - MAY 2025

Slippery Rock University, PA - Co-Chair of Professional Development and Alumni Relations in CDR (College Dress Relief)

- A fashion-forward student organization focused on sustainability, diversity, and professional development in the communications department.
- Assisting with coordinating 2 professional development workshops.

