

HALEY COLUCCI

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EDUCATION

Loras College | Dubuque, IA
Bachelor of Arts: Public
Relations & Spanish

Certified Park and Recreation
Professional (CPRP)

2021 & 2022 Illinois Park and
Recreation Association Diversity
Education Institute

NRPA Directors School Year 1

PROFESSIONAL AFFILIATIONS

CHI Chapter Women in Leisure
Services

IPRA Diversity Leadership Task
Force (2023)

IPRA Communications and
Marketing Section

IPRA Diversity Section
Communications Director
(2024-2026)

NRPA Member

AWARDS & RECOGNITION

2023 IPRF Scholarship Recipient

2023 NRPA Young Professional
Fellowship Recipient

NRPA Edroy Jenkins
Scholarship Recipient
(2025 Directors School Year 2)

PROFESSIONAL SUMMARY

As a Park and Recreation Professional, I am determined to create, implement, and strategically promote recreational opportunities to better serve communities. For 5+ years, I have successfully supervised and implemented public relations, marketing, fundraising, community outreach, sponsorship, & digital media.

I aim to use my skills to ensure communities have timely information, access to open spaces, and inclusive recreational opportunities.

EXPERIENCE

Oak Brook Park District - Marketing and Communications Manager (FT)
Oak Brook, IL • 07/2020 - Current

- Supervise Graphic Designer and Corporate and Community Relations positions.
- Evaluate customer preferences and behaviors, combined with market trends and historical data, to adjust and enhance campaigns and surveys.
- Build and strengthen strategic relationships with vendors, advertising agencies, and community partners.
- Oversee creation of marketing copy, images, videos, website content, emails, social media, and administrative documents.
- Contribute expertise to multiple internal committees/teams to enhance outreach and branding strategies.
- Active member of the internal Sustainability Team.
- Active Member of the Commission for Accreditation of Park and Recreation Agencies (CAPRA) and Distinguished Agency Committees.
- Submit award applications, including the 2022 IAPD/IPRA Champions for Change which was awarded to our agency.
- Submit for and present at the annual IAPD/IPRA Soaring to New Heights Conference in Chicago.
- Assist the Executive Director in the creation of with DEI related presentations, internal and external materials.

Winfield Park District - Marketing Supervisor (PT Remote)
Winfield, Illinois • 12/2017 - 03/2023

- Coordinate copy and editing of news and community updates to District website.
- Generate social media efforts for agency, including copy and image selection, resulting in a 104% increase in followers since May 2020.
- Produce monthly e-newsletter to communicate District events, programs, and emergency updates.

Wheeling Park District - Corporate & Community Relations Manager
Wheeling, Illinois • 08/2018 - 04/2020

- Successfully secured over \$50,000 in monetary sponsorship support and over \$10,000 in item donations with fundraising efforts using marketing materials such as the Sponsorship Opportunities booklet, Preferred Vendor List, and personalized invitations to donate to the Family Learning Program Benefit Event.
- Over sought seasonal Marketing Intern, covering digital media copy and visuals, outreach, marketing campaigns, and more.

COMMUNITY OUTREACH & INTERESTS

Study Abroad: Spain, Spanish
Taught ESL to students from
January 2015 - May 2016

Loras College Peace & Justice
Club Member (2015-2017)

Greater Wheeling Area
Chamber of Commerce and
Industry Marketing and
Communications Committee
Chair (2018–2020)

Greater Oak Brook Chamber of
Commerce Inclusion &
Diversity Council

DuPage County Dr. Martin
Luther King Jr. Advisory
Committee

Volunteer at Wright-Way Rescue
(2023)

SKILLS

- Proficient in Microsoft Office, Wrike PMS, GoProof, Adobe Illustrator, InDesign, REACH, Survey Monkey, Knowledge Owl, and Constant Contact Software
- Team Leadership
- Budgeting
- Stakeholder Relations
- Creative & Administrative Writing
- Strategic Planning
- Photography/Videography
- Public Speaking
- Professional working level Spanish Speaking

- Assisted in planning and implementing aggressive marketing campaigns, including the agency re-brand, using digital media channels, graphic design, market research, website visuals and content, and 4 community outreach events per month.
- Participated on the Sustainability Committee.

Hoffman Estates Park District - Digital Media Associate

Hoffman Estates, Illinois • 06/2017 - 08/2018

- Scheduled all content and visuals for over 10 social media pages and accounts.
- Attended, photographed, and created video content at district events and programs.
- Participated on the Sustainability Committee.

Dubuque Metropolitan Area Solid Waste Agency - Solid Waste Education Student Intern

Dubuque, Iowa • 01/2016 - 01/2017

- Planned and created marketing material for environmentally- friendly themed campus events to encourage students to live sustainable lives.

Batavia Park District - Marketing Intern

Batavia, IL • 06/2016 - 08/2016

- Assisted with the creation of social media posts, articles, print and digital marketing collateral, and secured sponsors and donations for various events.