

# Hailey Groo

956.312.4041  
haileygroo@gmail.com

## Experience

### Hailey Groo Media / Owner

06/2019 - current, FORT COLLINS, CO

Marketing and content writing service specializing in engaging and dynamic content, search engine optimization and pay-per-click campaigns, social media management, public events, and other community engagement strategies. Services include marketing campaign design and management, copy editing, blog writing, SEO website content, photography, videography, graphic design, merchandise design, press relations, event planning, and more. See haileygroo.com for portfolio and client samples.

### Colorado State University / Digital Historian

05/2020 - 12/2020 FORT COLLINS, CO

Compiled a visual and oral history of Colorado groundwater history for Colorado State University's Water Resources Archive. Filmed oral history interviews, created educational videos on the environmental and legislative history of Colorado groundwater basins, and provided edited transcripts. Also collected, processed, and accessioned new materials into the archive's collection.

### Madwire / Content Writer (SEO Specialist)

10/2018 - 06/2019, FORT COLLINS, CO

Created and implemented digital content and SEO marketing strategy for numerous clients at a large agency. Responsibilities included creating blog and website content based on SEO data and analytical tracking. This position also involved crafting product descriptions for e-commerce products, analyzing websites for visual and informational effectiveness, and collaborating with other departments to produce video content.

### Cache la Poudre River National Heritage Area / Marketing and Outreach Coordinator

05/2017 - 08/2018, FORT COLLINS, CO

Responsible for marketing and outreach strategies related to conservation, outdoor wellness, and heritage tourism under the Poudre Heritage Alliance (the nonprofit managing entity of the Cache la Poudre River National Heritage Area). Duties included event planning/management, volunteer recruitment, fundraising, donor engagement, social media communications, and developing partnerships with local and federal entities.

### Fort Collins Museum of Discovery / Visitor Services Agent

01/2015 - 10/2017, FORT COLLINS, CO

Responsibilities included guest services, membership sales, retail sales, opening and closing the museum store, front desk, and exhibits, and facilitation of after-hours events. Collaborated with the membership and sales team in developing and implementing new strategies for increasing memberships and gift sales. Additional duties included the direction and minor supervision of gallery, exhibit, and event volunteers.

### Colorado State University / Archive Assistant

01/2017 - 05/2017 FORT COLLINS, CO

Conducted archival research and oral history interviews to write and edit a complete history of the Poudre River Trust. Collected, processed, and accessioned new materials into the archive's collection. Reorganized the current collection and finding aid.

### **Colorado State University / Digital Humanities Lab Technician**

01/2017 - 05/2017 FORT COLLINS, CO

Assisted with the installation of CSU's first Digital Humanities Lab, INTERFACE. Created and implemented training and tours of digital tools used by faculty and students for research and teaching, provided grant writing assistance, and maintained the digital INTERFACE hub. <http://interface.libarts.colostate.edu/>

### **Colorado State University / Graduate Teaching Assistant**

08/2015 - 05/2017 FORT COLLINS, CO

Responsible for assisting a professor with the instruction and facilitation of a 100-level course, including major assignment grading and supplemental instruction. Independently prepared and delivered training on the historical method and digital scholarship, and lectured on a variety of historical topics.

### **Fort Collins Museum of Discovery / Exhibit/Archive Intern**

06/2013 - 08/2014 FORT COLLINS, CO

Assisted with the planning and creation of FCMoD's first in-house temporary exhibit. Conducted community outreach and marketing assistance, provided writing points for exhibit panels, developed and created exhibit interactives, conducted collections restorations, and digitized archival materials using ContentDM.

## **Education**

---

### **Colorado State University / M.A. History**

2017

M.A. History with an emphasis in Public History and concentration in Museum Studies.

### **Colorado State University / B.A. History**

2014

B.A. History with a concentration in Spanish Language

---

## **Non-Industry Experience**

### **Me Oh My Coffee / Supervisor**

05/2015 - 10/2019, LAPORTE, CO

Lead barista/manager at a locally-owned coffee shop, bakery, and mercantile store. Responsible for sales, customer service, and on-shift employee management. Additional duties included supply order management and new hire training development.