



haileyfranks@gmail.com



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Belmont, NC 28012

WEBSITES, PORTFOLIOS, PROFILES

- <https://www.haileyfranks.com/>

EDUCATION

Bachelor of Arts,
Communications And
Journalism
**University of North Carolina
At Charlotte**, Charlotte, NC
December 2025

- Dean's List (2023-2025)

HAILEY FRANKS

PROFESSIONAL SUMMARY

Dynamic PR professional with experience at Charlotte Motor Speedway and Queens University of Charlotte, excelling in content creation and social media engagement. Proven ability to enhance audience interaction and streamline operations. Skilled in video editing and interviewing, demonstrating adaptability and a strong work ethic in fast-paced environments. Committed to delivering impactful narratives and fostering collaboration.

SKILLS

- Efficient press release distribution
- Audio script development
- Podcast production expertise
- Experience in event coordination
- Skilled in structured interviews
- Distribute media advisories
- Skilled in video content editing
- Campaign development for influencers
- Proficient in Photoshop, Cap cut and Excel

WORK HISTORY

February 2026 - Current

Charlotte Motor Speedway - PR Fellow, Charlotte, NC

- Supported public relations efforts by creating engaging feature articles, press releases, post-event recaps, and media advisories.
- Assisted in increasing audience interaction through targeted social media campaigns and influencer outreach.
- Conducted thorough interviews and reporting, ensuring accuracy through precise audio transcription.
- Developed and executed event schedules to enhance operational efficiency.
- Collaborated with cross-functional teams to coordinate logistics for race events.
- Supported marketing initiatives by creating engaging content for social media platforms.
- Exhibited professionalism in interactions with high-profile individuals and during significant events.

August 2025 - December 2025

Queens University of Charlotte - Sports Communications & Media Intern, Charlotte, NC

- Assisted in researching and covering post-game stories and write-ups.
- Conducted research, pitched ideas, and formatted feature stories for the athletic communications department.
- Utilized photo editing software to create social media posts during and after sporting events.
- Gained hands-on experience in various software programs, increasing proficiency and expanding technical skill set.
- Supported staff members in their daily tasks, reducing workload burden and allowing for increased focus on higher-priority assignments.

August 2024 - April 2025

The Rush Hour Morning Show - Intern, Belmont, NC

- Streamlined daily operations for staff, reducing workload and enabling focus on priority tasks.
- Acquired industry-specific knowledge, applying concepts to relevant work scenarios.
- Edited and produced video and audio content to enhance project quality.
- Experience in podcast production and editing.