

# Hayes P Greep

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## EDUCATION

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**University of Florida, College of Journalism and Communications**  
*Bachelor of Science in Advertising: Persuasive Messaging*

**Gainesville, FL**  
**May 2026**

- **GPA:** 4.0/4.00
- **SAT:** 1090
- **Relevant Coursework:** *Principles of Advertising, Principles of Marketing, Intro to Media Industries and Professions, Intro to Media and Communication, Sight Sound and Motion*

## EXPERIENCE

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### **Top Tier**

**Gainesville, FL**

#### ***Social Media and Promotional Manager***

**March 2023 – Aug 2024**

- Managed social media strategy for Top Tier, expanding Instagram followers to over 8,500 through strategic content planning and engagement practices, enhancing the brand visibility.
- Designed and executed targeted digital marketing campaigns; utilized analytics to refine strategies and optimize content delivery, achieving significant improvements in audience engagement and interaction.
- Collaborated with teams to develop and maintain a dynamic content calendar, aligning promotional activities with business objectives to effectively drive brand awareness and customer loyalty.

### **Gator Gallows Hunting Guide Services**

**Moore Haven, FL**

#### ***Deck Hand/Guide***

**August 2022 – Present**

- Assisted in organizing guided hunting tours, ensuring safe and engaging experience for clients through knowledgeable wildlife navigation and hands on support.
- Provided essential deck hand duties including boat maintenance, cleaning, and preparation for hunting equipment, ensuring all gear met safety and operational standards.
- Delivered exceptional customer service, offering information on local wildlife and hunting regulations to enhance client understanding and enjoyment.

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### **Alpha Tau Omega Fraternity**

#### ***Assistant Recruitment Chair***

- Supported the planning and execution of recruitment events, effectively communicating fraternity values and fostering positive connections with potential new members.
- Collaborated with recruitment chair and rush committee to develop outreach strategies, enhancing fraternity presence on campus.
- Built relationships with prospective members, providing guidance and information to ensure a welcoming and inclusive recruitment experience.

## ADDITIONAL INFORMATION

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- **Memberships:** Alpha Tau Omega Fraternity Rush Committee, Alpha Tau Omega Fraternity Social Committee
- **Interests:** Hunting, Fishing, Weightlifting, Intramural Sports
- **High School:** 2021 6A Florida Football State Champion, Outdoorsman Society Club Vice President – Planned and led monthly meetings, coordinating with guest speakers to provide engaging presentations on outdoor skills, conservation, and adventure experiences.