

HADDIE COOKE

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QUALIFICATIONS SUMMARY

- Experienced assistant providing high-level daily executive support.
- Highly professional, positive, energetic, member of the team focused on keeping operations running efficiently.
- Proficient in advertising, design, and sales with sales flow creation and management skills.
- Confidently managed several teams across various projects.

PROFESSIONAL EXPERIENCE

Account & Sales Director | *Archer Avenue LLC* | January 2014 - January 2021

- Created internal podcast ad sales organization process from scratch.
- Cultivated professional relationships with major ad agencies and partners for 8+ years.
- Invoice management, host payments and distributions.
- Responsible for all inbound and outbound sales for network of thirty-two podcasts.

Creative Director, Support Director | *Fireside.fm* | April 2016 - January 2021

- Wrote copy for newsletters, PR releases, social media posts, and support articles.
- Created successful advertising plans and managed daily customer support.
- Worked in tandem with multiple teams across various projects.

Podcast Studio Manager, Producer, and Assistant | *5by5.tv* | July 2012 - January 2021

- Professional demeanor and formal speaking skills.
- Managed sixty-five hosts and of thirty-two individual podcasts.
- Design and installation of equipment setup for studio and mobile rigs.

FILM EXPERIENCE

Assistant to the Director/DP | *'1883'* | July 2021 - January 2022

- Coordinated travel, lodging, transportation, meals, mailing needs, and personal and professional errands.
- Scheduled and attendend interdepartmental meetings, tech scouts, and interviews.
- Professional email correspondence, phone calls, note taking, and general support.

EDUCATION & CERTIFICATIONS

- BFA Communication Design | Texas State University | San Marcos, Texas
Honors - Dean's List Spring 2009, Fall 2009, Fall 2010
- Notary Public - State of Texas