

Hayley Pottle

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Education

Middlebury College, Oakland, CA August 2018
Arabic Language Studies, Intensive Summer Arabic Language Program GPA: 3.3/4.0

Virginia Commonwealth University (VCU), Richmond, VA Dec 2017
Bachelor of Science, Mass Communications; Concentration: Public Relations GPA: 3.9/4.0
Minor: General Business Studies

American College of Greece (ACG), Athens, Greece May 2017 – July 2017
Study Abroad: Ethics, Philosophy and Art History in a Global Context GPA: 4.0/4.0

*Honors and Awards: Graduated Summa Cum Laude, Awarded Kappa Tau Alpha Top Scholar of VCU Class of 2017
Robertson School of Media and Culture, Dean's List Fall 2014 – December 2017*

International Education & Development Experience

TechGirls, U.S. Department of State initiative administered by Legacy International, Washington, D.C.

Program Coordinator April 2019 – Present

- Ideate, develop, and facilitate two international virtual exchange programs with 100+ youth from 20+ countries
- Facilitate recruitment and admissions process for 12 countries across the USA, MENA, Central Asia regions managing thousands of applications. Manage program social media platforms with 20k+ followers
- Set-up, implement and evaluate four-week international STEM exchange program for 60+ youth
- Oversee and monitor large budgets and all program purchasing and prepare reports and documentation
- Direct logistics of job shadows, capstone event, budget, liaison to partners including NASA, Google, Amazon
- Coordinate with U.S. Embassies in the Middle East, North Africa (MENA) and Central Asia and the Department of State, Bureau of Educational and Cultural Affairs on outreach, visas, selection, orientation, and policies
- Design and deliver curriculum for 26 training days on leadership development, civic education, and project planning. Guide high school counselors, families, students across the MENA region on application process
- Facilitate interaction of the group and with American counterparts, through formal and informal interactions, site visits, presentations, and discussions. Travel with the group as trainer and trip leader while monitoring program

Program Advisor July 2017 – August 2017 (Summer Contract)

- Delivered events, training, and engagement for 28 high school students from 7 countries in the MENA region
- Developed international students' homestay experience, community service day, marketing, and design materials
- Served as a resident advisor, assisting individual international students to meet the demands of the program
- Assisted program coordinator in delivery of project planning sessions facilitating smaller groups and individuals
- Supported the storytelling via social media - writing or co-writing with students about experiences

Hopes for Women in Education, Project Development Manager, Amman and Jerash, Jordan Sept. 2018 – Feb. 2019 (6-month contract)

- Developed and facilitated learning events, development courses and educational initiatives for adult learners
- Created strategic marketing content for funders, donors, and partners to showcase the organization
- Provided past language exchange participants from refugee camps with personalized job and skills counseling
- Gave women from the refugee camp the experience, training, and skills to become competitive applicants and succeed in the workplace. Managed website, social media accounts, marketing, and communications
- Created and executed in-person professional development courses for women, on topics such as time and stress management to goal setting, professional email writing, and self-determination. These classes were calibrated according to the appropriate social and cultural context

Higher Education Experience

University of Richmond (UR), Richmond, VA

President's Office, Disability Services, Human Resources, Education Consultant April 2019 – Present

- Coordinate with the Office of the President, Disability Services, and Human Resources faculty, staff, and students to assess improvement in admissions and enrollment, marketing/communications, and engagement
- Monitor online reports and financial requests. Collaborate across departments to enhance best practices
- Conceptualize, research, and develop programs, events, recruitment for current and prospective students

Office of Multicultural Affairs, Education Consultant

April 2018 – April 2019

- Provided guidance services in recruitment events such as open houses, preview days, and admissions workshops
- Developed strategies for enhanced campus awareness and engagement for the Oliver Hill Scholars Program
- Directed evaluation and assessment of programming ensuring achievement of recruitment goals for office

Office of Scholars and Fellowships, Program Coordinator Jan. 2018 – April 2018 (Spring Semester Contract)

- Executed recruitment and events for Richmond Scholars Program with 200+ students from 15+ countries
- Provided admissions support utilizing Banner, CommonApp, etc. as well as created post-matriculation activities and recruitment for fellowships. Reviewed applicant data, communications, and advertisements for recruitment

Virginia Commonwealth University (VCU), Richmond, VA

Emerging Leaders Program (ELP), Administrative Coordinator

August 2017 – December 2017

- Recruited student leaders via application and interviews for ELP. Built alumni network and managed budget
- Supervised and advised 60+ students including interns and student workers. Coordinated schedules and duties
- Led event and training logistics on leadership topics and created student and alumni engagement initiatives

Emerging Leaders Program (ELP), Program Administrator

August 2016-August 2017

- Coordinated research projects including project proposals, timeline, budget, and other program aspects
- Facilitated research projects for 40+ freshmen and as well as leadership development seminars

Additional Education & Programming Experience

VCU Office of the President, Presidential Student Ambassador, Richmond VA

August 2015 – December 2017

- Served as a student representative and speaker at university events with VCU alumni and Board of Visitors
- Attended and facilitated university functions and leadership development events as a Student Ambassador

VCU Career Services, Career Ambassador, Richmond, VA

August 2015 – December 2017

- Facilitated students' professional development by editing, proofreading, and generating ideas for documents
- Cultivated awareness of career service resources which increased participation to 8,000 students in the first six months of the academic year through actively presenting and facilitating discussions of 50+ students
- Organized and ran career fairs and other career specific events involving 250+ employers working on a small team. Encouraged use of Career Services as a speaker in Residence Halls, classrooms, and student organizations

Legacy International, PR & Programming Intern, Bedford, VA July 2016 – Aug. 2016 (Summer Contract)

- Produced and facilitated leadership programs in public speaking for 50+ students from 10+ countries
- Increased public awareness and brand recognition; built a media list; liaised with US and international media

Skills, Certifications and Professional Associations

Languages: English: *Native* | Arabic: *Conversational* | Spanish: *Basic*

Graphic Design: *Adobe Suite (Illustrator, Photoshop, InDesign)*

Computer: *Microsoft Office Suite (Microsoft Office Word, PowerPoint, Excel)*

Certifications: Youth Mental Health First Aid Certification 2020, *US National Council for Behavioral Health*

Associations: Kappa Tau Alpha Honor Society, Omicron Delta Kappa Leadership Honor Society, World Council on Intercultural and Global Competence (partner with UNESCO), Public Relations Society of America (PRSA)