

# HAYLEY MOGOLLON COPPEL

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## EDUCATION

**New York University, Tandon School of Engineering**, New York, NY Sept. 2019 – Dec. 2023

- Bachelor of Science, **Integrated Design and Media**
- Minor: Business of **Entertainment, Media, and Technology**
- Current GPA: 3.82; Liberal Studies Dean's List (2019-2020), NYU Tandon School of Engineering Dean's List (2021 - present)

**Instituto Tecnológico y de Estudios Superiores de Monterrey**, Monterrey, Mexico Feb. 2021 – July. 2021

- Study Abroad Semester in **Communications**

### Relevant coursework

- Critical Video Theory, Still and Moving Images, Contemporary Techniques in Digital Photography, Audio Foundation Studio, Concert Management, Visual Foundation Studio, Digital Business Strategy, Business Structure of the Music Industry, Leisure Marketing

## EXPERIENCE

*Concert Organizer* for Mei Semones at **Rockwood Music Hall**, New York, NY Nov. 2022

- Reached out to a Japanese Brooklyn-based artist, booked a venue, and marketed her show

*Social Media Management Intern*, **FIVE years apart**, Remote June. 2022 – Sept. 2022

- Created strategy documents and content calendars to guide businesses on how to market their business effectively
- Met with clients during Kickoff meetings to listen to their needs
- Created content for businesses and products such as AirLab Fitness in Miami, Nutrius Body Butter available at Costco, and FIVE years apart marketing agency
- Researched how to start a podcast and learned the necessary equipment and techniques to succeed

*Assistant Director Intern*, **HBO series Westworld**, Cabo San Lucas, Mexico Oct. 2021

- Learned film set terminology to work efficiently with crew members and assist with instructions received on radio
- Managed on-set activities with other assistant directors, supervising **100+** cast and crew members; blocked filming areas from trespassers, disembarked costumes and props from trailers, and administered the number of radios Assistant Directors borrowed from other departments
- Guided stand-ins to change into "color cover" and served as a translator for **Spanish** speaking stand ins
- Reviewed lunch preferences for **100+** crew members and provided water, sunscreen, coffee, and umbrellas when needed

*Promotional Video Editor*, **Le Châtelard**, Les Avants, Switzerland Sept. 2016 – July. 2017

- Filmed and edited promotional videos for an integral formation boarding school called Le Châtelard
- Assured each student was shown in promotional videos so parents would feel content to see their child having fun
- Link to [Italy & Dubai Trip](#) with **6,383** views, link to [Holy Land Trip](#) with **2,361** views

## PASSION PROJECTS

*Tips & Tricks Instagram* Dec. 2022 – Present

- Encourage travelers to visit certain cities by posting traveling hacks, activities, and restaurant recommendations
- Link to [@hayleymogcop](#)

*Video Portfolio* May. 2022 – Present

- Created a website with top projects showcasing different styles of editing including **short films**, slide shows of **static images** telling a narrative through time, and a **blogging** video
- Link to [Video Portfolio](#)

*Photography Instagram* July. 2017 – Present

- Launched a photography account with **520** followers that includes portraits, traveling, and concert photography
- Link to [@beyondthelandss](#)

## SKILLS & INTERESTS

**Technical:** Final Cut Pro X, Adobe Premier, Google Suite, Cap Cut, Reaper, Adobe Photoshop, Instagram, TikTok, Twitter, Youtube, Figma, Canva

**Interests:** Video editing, audio editing, marketing, photography, travel, event organizer, public relations, communications