Hayden Love

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PROFESSIONAL SUMMARY

Creative and empathetic communicator skilled in understanding diverse perspectives and crafting compelling narratives. Experienced in media, writing, and event development, from concept creation to successful execution. I lead through authentic connections and approach challenges with emotional intelligence and strategic thinking. Seeking a Public Relations or Event Management role. View portfolio at HaydenWLove.com

EDUCATION

North Carolina State University Raleigh, NC

B.S. in Communication: Public Relations, Minor in Religious Studies Expected May 2027

GPA: 3.85, Deans List

COMMUNICATION WORK EXPERIENCE

The Deck Entertainment LLC | Raleigh, NC

Founder & Event Promoter April 2026 – Present

- Direct end-to-end promotional campaigns and brand positioning for independent live music events, growing active digital followers past 1,000+ and over 65,000 organic views per key promotional cycle.
- Drive live event attendance to average crowds of 400+ attendees through targetted community outreach, print distribution, and social media activations.
- Coordinate media outreach, talent acquisition, & hospitality alongside operational logistics—including sound engineering vendors, facility preparation, finances, and event staff.

Raleigh Red Oaks Baseball | Raleigh, NC

Social Media Director November 2025- July 2026

- Increased our social platforms metrics by 65% through putting twists on trends and audience analysis.
- Built a continuous brand identity for the organization.
- Cultivated an engaged digital community that translated into a recurring audience for games.

NC State University: Civil, Construction, and Environmental Engineers Department|Raleigh, NC

Social Media and Public Relations Intern January 2025 - May 2025

- Hosted events, career fairs and regularly recurring instagram series to boost engagement by 34%.
- Writing research related articles tailored for a general audience while utilizing branding packages.

CAMPUS INVOLVEMENT

Alpha Phi Omega, Iota Lambda Chapter | Raleigh, NC

Chapter President (Jan 2026 – May 2026)

- Managed the executive board and administrative operations, spearheading crisis management plans and leading a chapter-wide retention initiative to reverse membership decline.
- Developed and launched the "EduHour" initiative, providing targeted professional, educational, and networking development to members.

External Relations Officer (Aug 2025 – Dec 2025)

- Broke the chapter fundraising record by 250%, raising $9,053, by expanding external revenue initiatives and corporate partnerships.
- Revitalized alumni engagement by overhauling the chapter newsletter and coordinating the 75th-anniversary weekend celebration.

Membership Officer (Jan 2025 – May 2025)

- Organized and executed the retreat, formal meeting, and spirit week to foster member engagement and community building.

SKILLS

AI Tools, Canva, Davinci Resolve & Premiere, Office Suite, Google Workspace, Photography, Communication Theory, Event Promotion, Media Writing