

**Haley A. Shinn**  
info@haleyshinn.com; 310.995.5525  
www.haleyshinn.com

---

## Education

### University of San Francisco, San Francisco, CA

*B.S. in Business Administration; Major: International Business; Minor: Asian Studies*

 UNIVERSITY OF  
SAN FRANCISCO  
09/11 - 05/15

### University of International Business & Economics, Beijing, CN

*Semester Abroad*

 对外经济贸易大学  
01/14 - 05/14

---

## Professional Experience

### Los Gweilos, Los Angeles, CA


*Strategic Marketing Consultant*

 8/24-Present

- Spearheading the Athlete Marketing Program for Grand Slam Track, a league founded by Olympian Michael Johnson, featuring the world's fastest track athletes.
- Developing an athlete marketing playbook and team to guide relationship strategy and program execution
- Collaborating with internal and external teams to align branding efforts and enhance visibility.
- Conducting market research and competitive analysis to inform innovative marketing strategies.

### SiBi, Los Angeles, CA


*CEO & Founder*

 12/20-11/24

- Conceptualized, developed, and launched a cutting-edge mobile app on the Apple App Store.
- Orchestrated a high-impact activation at Camp Flog Gnaw, engaging over 60,000 attendees during a dynamic two-day event.
- Led cross-functional teams, fostering a culture of creativity and excellence to achieve company goals and secure \$500,000 in capital.
- Oversaw budgeting, financial planning, and investment strategies.

### Nike, Beaverton, OR


*Global Athlete Brand Management Director*

 12/20 - 04/23

- Managed and executed athlete marketing plans for LeBron James, Naomi Osaka, Kylian Mbappé & Sabrina Ionescu on an annual basis.
- Led & designed marketing strategies that equipped consumers with access to product launches & experiences, including the LeBron 20, Space Jam: A New Legacy, and the annual Nike Chosen 1's Invitational.
- Collaborated with external stakeholders (e.g., Warner Brothers, Xbox, Springhill) to develop authentic brand opportunities for Nike & LeBron James.
- Mentored and empowered managerial talent to co-lead athlete brand initiatives and campaigns.

### Nike, Beaverton, OR

*Asia Pacific, Latin America Nike Sportswear Brand Marketing Manager*

 02/19 - 12/20

- Strategized, planned, and executed the category brand offense in absence of a Sr. Marketing Director, resulting five successful seasonal campaigns.
- Mined consumer & competitive insights to drive the future of sport across the consumer landscape.
- Developed integrated marketing plans that were designed to drive sell through of Nike's key collaborations, initiatives, and product franchises, including: G-Dragon, Air Max Day, the Air Force 1, Air Max, and Core footwear.

### Nike, Beaverton, OR

*Asia Pacific, Latin America Nike Sportswear Brand Marketing Specialist*

 02/17 - 02/18 (ETW); 02/18 - 02/19

- Led & developed two seasonal marketing plans from concept to execution and co-led seven seasons.
- Identified and analyzed emerging consumer trends across APLA to present actionable insights to leadership.

### Hearst Digital Marketing Services, San Francisco, CA


*Digital Media Consultant*

 06/15 - 02/17

- Managed 44 clients across 25 verticals, selling \$305K overall.
- Averaged 18% growth month over month in billings, overseeing \$415K in annual revenue.

### Nike, Shanghai, CN

*Digital Marketing Intern*

 06/12 - 08/12

- Created integrated marketing campaign ideas for the Nike + community leveraging China's social networks.
  - Designed the brief for the Kobe Bryant China tour & assisted Kobe & Nike executives on the three-day tour.
- 

## Language & Technical Skills

- Intermediate level: Japanese & Spanish.
  - Expert level: Canva, Salesforce, MailChimp, SAP, Microsoft Office Suite programs, iMovie, Final Cut, Keynote & Google AdWords.
-