

Haley Ledford

ARTS MANAGEMENT STUDENT
SKI RESORT INDUSTRY

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Career Objective

Utilizing my education in fine art and arts management in conjunction with my occupational background in outdoor recreation and the ski resort industry, I intend on progressing through my career toward working in the field of special events management. My mission is to utilize my career as a vessel for advocating for human and environmental justice.

Skills & Training

Phone/email communication.
Customer Service/Sales
Digital Marketing/Social Media
Mac and PC Proficient
Fine Art
Ski technician
Leadership
Outdoor recreation & special events

Academic Credentials

COLORADO STATE UNIVERSITY
Master's Degree | 2024 - In progress
Arts Leadership & Cultural Management

DIGITAL MARKETING CERTIFICATE
North Idaho College | November 2022

SOCIAL MEDIA FOR BUSINESS CERTIFICATE
North Idaho College | November 2022

LEWIS & CLARK COLLEGE
Bachelor's Degree | 2020-2022
Fine Art (GPA: 3.369)

SAN DIEGO STATE UNIVERSITY
Associates Degree | 2018-2020
Studio Art (GPA: 3.2)

Work Experience

CHILDRENS CENTER SALES STAFF

Schweitzer Mountain Resort | Nov 2022 - present

- Phone & email correspondence.
- Sales & booking reservations.
- Count till & close out.
- Pull reports.
- Ski tech responsibilities.
- Microsoft office.
- Childcare duties.

VENUE MANAGER (APPRENTICESHIP)

Treefort Music Fest | March 2023, March 2024

- Directing volunteers and offering guidance where needed.
- Greeting bands as they arrive to the venue, and helping them with equipment if they desire help.
- Checking wristbands for guests who are entering the venue.
- Reporting to higher ups ("Zone Managers") about any issues. (I.e: if the bands have not arrived on time).

GALLERY SALES ASSOCIATE

The Art Spirit Gallery | May 2023 - August 2023

- Sales and general customer service
- Curation, hanging, and exhibition teardowns.
- Coordinate shipping with shipping agents.
- General email correspondence and phone calls.
- Email and social media marketing.
- Events coordination/assistance.

HERMITS HOLLOW TUBING HILL CREW

Schweitzer Mountain Resort | Nov 2022-March 2022

- Operate 2 way radios.
- Interact with guests/ensure guest safety
- Operate tubing hill machinery and equipment
- Operate cash register/sales software.

ACTIVITIES STAFF

Schweitzer Mountain Resort | Jul 2018-Aug 2018, Jun 2022-Sep 2022

- Ran zip line, climbing wall, and bungee trampoline.
- Drive RTV, operate two way radios.
- Answer guests questions.
- Have extensive knowledge on the resort.

CIRCULATION DESK WORKER

SDSU Love Library | Oct 2019-Mar 2020

- Checkout/return books and electronics to students.
- Take phone calls, set up logins for public computers.