



Hayley Manners

ACCOUNT MANAGEMENT / CLIENT COMMUNICATIONS / BUSINESS ANALYSIS

Toronto, ON · 989-954-9035

hayley.manners@rogers.com

linkedin.com/in/hayleymanners

hayleymanners.com ↗

10+

Pro athlete & major-league clients managed

200K+

Followers built on a data-driven media platform

MBA+MS

UCF DeVos Sport Business Management

No. 1

Canadian National Long Jump Champion

PROFILE

Client-facing communicator with an **MBA and MS in Sport Business Management** and a track record turning client goals into measurable results. Managed communications for **10+ professional athletes and major-league clients**, built a **200,000+ follower** platform on performance data, and brings the discipline of a Division I captain and national champion.

EXPERIENCE

Marketing & Communications Coordinator

2025–2026

The Sports Publicist · Remote

- Ran marketing and communications for a 10+ client roster of pro athletes and major-league partners.
- Primary client contact — translated goals into communication plans, timelines and deliverables.
- Owned social planning, publishing and performance analytics; delivered client events and brand activations end to end.

Digital Creator & Brand Strategist

2024–Present

Manners Media · Toronto

- Grew a 200,000+ follower audience; track engagement and growth metrics to refine strategy.
- Advise athletes and university programs on personal branding; keynote speaker, panelist and podcast guest.

Founder

2025–Present

ProTrackletes · Toronto

- Launched and lead an inclusive community for professional track and field athletes.

Educator

2026–Present

lululemon · Toronto

- Deliver consultative, needs-based service and build repeat-customer relationships.

Marketing & Media Specialist Intern

Jan–May 2025

Fanword · Remote

- Wrote athlete stories using AI-assisted workflows; partnered with the CEO on cross-functional marketing strategy.

ADDITIONAL EXPERIENCE	Sales & Marketing Intern — Navigate	2024
	Game Day Operations Intern — Orlando Valkyries	2024
	Graduate Assistant — University of Central Florida	2023–2024
	Academic Tutor — Central Michigan University	2021–2022

EDUCATION	University of Central Florida	Central Michigan University
	MBA & MS, Sport Business Management DeVos Program · Graduate Assistant · NCAA D-I Track & Field Orlando, FL · 2023–2025	BS, Exercise Science & Kinesiology Minor, Nutrition · NCAA D-I Team Captain & Conference Champion Mount Pleasant, MI · 2019–2023

CORE SKILLS	Account & Client Management	Analysis & Business
	Client relationships · Stakeholder communication · Needs assessment · Project coordination · Partner activation	MBA finance, accounting & strategy · Campaign analytics · KPI reporting · Market research
	Communications	Tools
	Public relations · Brand storytelling · Copywriting & editing · Content strategy · Public speaking	Meta Business Suite · Canva · CapCut · AI writing tools · Microsoft Office · Google Workspace

LEADERSHIP & AWARDS	Canadian National Long Jump Champion	Dr. Bill Callarman Perseverance Award, UCF Athletics
	PRSVRE Keynote Speaker	UCF Women in Sports Panelist
	The Hidden Opponent Campus Captain	The Soul & Sky Social Engagement Coordinator