



Hayley E. Holmes

Communications and Marketing Specialist

Hayley is the Communications and Marketing Specialist at Clearwater Capital Partners, where she partners closely with firm leadership to help shape and execute the company's communications and marketing strategy. With a strong problem-solving mindset, Hayley approaches every initiative through a creative and strategic lens, developing thoughtful marketing and creative solutions that strengthen brand presence, support growth, and elevate the client experience.

Hayley graduated from Bradley University with a multidisciplinary background in Graphic Design, Social Media Marketing, and Family and Consumer Sciences. While at Bradley, she held multiple leadership roles within Kappa Delta Sorority, including Vice President of Public Relations, where she led chapter-wide marketing, communications, and events. Hayley was selected to attend Kappa Delta's National Convention, collaborating with national Panhellenic leaders to support the organization's long-term brand and legacy.

After graduation, Hayley built a diverse marketing career spanning experiential, real estate, and consulting environments. She began with Maui Jim Sunglasses, traveling across the United States and Canada to support major music, boating, and sporting events, strengthening her expertise in brand presence, event execution, and consumer engagement. She then moved into luxury real estate marketing with Berkshire Hathaway HomeServices, supporting brand strategy and marketing for more than 200 high performing agents across Chicago's western suburbs, before joining Jameson Sotheby's International Realty's corporate marketing team, where she partnered with senior leadership on content and marketing strategy, helped launch the brand's first Sotheby's affiliate program, managed social media creatives, and led multi channel digital campaigns that expanded the firm's digital presence. Most recently, she led marketing initiatives within the staffing and consulting space across financial services, healthcare, and contact center verticals, focusing on aligning strategy with business objectives and improving collaboration between marketing and sales teams.

At Clearwater Capital Partners, Hayley works alongside the Chief Revenue Officer to advance the firm's communications and marketing vision. She collaborates on brand strategy and manages implementation and execution across content development, digital and email marketing, digital and print design, web presence, events, and client experience, supports CRM process initiatives, and plays a key role in maintaining cohesive internal and external messaging that supports growth and strengthens the Clearwater brand.

Outside of work, Hayley enjoys exploring the Chicagoland restaurant and coffee scene, traveling, and spending time outdoors. She has a passion for cooking and hosting, often bringing friends and family together around thoughtfully prepared meals. She can frequently be found planning her next trip or unwinding with a good book. Hayley expresses her creativity through photography and watercolor painting, while her cat, Jaxson, is never far from her side.



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