

# OLIVIA MORGAN

## CONTACT

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## EDUCATION

### » MASTER OF SCIENCE IN DIGITAL MARKETING & DESIGN

Aurora University - May 2021

### » BACHELOR OF ARTS IN COMMUNICATION & MEDIA

### » BACHELOR OF ARTS IN PHILOSOPHY

Aurora University - May 2020

### » ASSOCIATES IN ARTS

College of DuPage - May 2018

## SKILLS

- » Digital Marketing
- » Campaign Management
- » Social Media Marketing
- » Graphic Design
- » Photography
- » Content Creation
- » SEO Optimization
- » Data Analyses
- » Copywriting
- » Ad Management
- » B2B and B2C

## TOOLS & SOFTWARE

- » ADOBE: InDesign, Lightroom, Photoshop, Premiere, Illustrator, XD, Acrobat
- » Canva
- » Hootsuite
- » MailChimp
- » HubSpot CRM
- » WordPress, Wix, Squarespace
- » Google AdWords
- » Facebook Ads Manager
- » LinkedIn Ads
- » Microsoft Office Suite
- » Tableau
- » Statcounter

## EXPERIENCE

### Marketing & Communications Manager | Card Integrity | 06/2022-05 2023

- » Managed projects, create, edit, review, and approve content associated with campaigns and channels.
- » Created content for all communications including print media for conferences and digital media such as email, newsletters, press releases, social media, website, blog posts, webinars, video, and landing pages as needed.
- » Created sales support materials including sales sheets, case studies, presentations, e-guides, etc.
- » Oversaw content marketing initiatives across all campaigns and channels.
- » Delegated project tasks, develop deliverables, manage production, and ensured deadlines were met.
- » Developed the content strategy, manage an editorial calendar, campaigns, and content workflows
- » Executed campaigns focused on content marketing initiatives and other channels.
- » Analyzed the performance of campaigns and content.
- » Organized creative assets for version control and to easily distribute as shareable content.
- » Maintained brand voice and style consistency of content.
- » Coordinated marketing meetings, interviews, and updates to content projects.

### Communications Coordinator | St. Charles Country Club | 07/2021 - 06/2022

- » Maintained, changed, and improved website content.
- » Updated the website with new photos, menus, and the calendar of events.
- » Developed and applied social media strategies and marketing opportunities.
- » Managed social media accounts including Facebook and Instagram.
- » Electronically communicated on a daily, weekly, and monthly basis with the Club Members.
- » Increased Member engagement.
- » Attended some of the Club Events to take photos and accumulate content for future communications.
- » Composed interesting content for the website, social media, and videos.
- » Interacted with Members about the Club and upcoming events.
- » Created promotional signage for upcoming events.

### Marketing Coordinator | Cairo Ale House/We-Go Fire Pizza | 08/2021 - 06/2022

- » Created business documents such as press releases and grant proposals.
- » Redeveloped branding and website design.
- » Managed social media.

### Independent Business Owner | Olivia Morgan Graphics | 2018 - Current

- » Founded & operated Olivia Morgan Graphics, a thriving freelance business specializing in photography, graphic design, video editing, & marketing services.
- » Managed all aspects, showcasing strong business acumen from acquisition to budgeting.
- » Delivered captivating content, exceeding expectations & enhancing brand visibility.
- » Built loyal client base with high-quality work & on-time delivery.
- » Used digital marketing effectively for client acquisition.
- » Excellently handled multiple assignments with strong project management.
- » Established rapport, delivering tailored solutions through exceptional communication.
- » Maintained relationships, leading to repeat business & referrals.
- » Stayed ahead with cutting-edge solutions.
- » Ensured projects aligned with clients' brand identity & objectives.
- » Exhibited self-discipline & resilience in running a successful freelance business.