MORGAN WIESE

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PROFESSIONAL SUMMARY

Communications specialist with 5 years of experience in executing multi-platform content campaigns and implementing brand strategy. Skilled in creating compelling marketing materials and web design upgrades to enhance brand consistency and social media presence. Adept at analyzing campaign data, managing project timelines, and ensuring cohesive visual communication across platforms.

AREAS OF EXPERTISE

PROFESSIONAL SKILLS Social Media Marketing | Content Creation | Public Relations Campaigns | Copywriting | Trend Research | Email Marketing | Google Analytics and SEO | Website Design | Brand Partnerships | Graphic Design | Fundraising | Time Management | Public Speaking

TECHNICAL SKILLS WordPress | Adobe Creative Suite | Canva | Hootsuite | CSS3 | HTML 5 | Google SEO | Google Analytics | Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Communications/Office Manager, *The Arc Pikes Peak Region,* Colorado Springs, CO — February 2023 – Present

- Developed compelling marketing materials, including graphics, flyers, and videos, utilizing expertise in Adobe Creative Suite to enhance brand visibility and engagement.
- Manage timelines of multi-platform content campaigns with a monthly reach of 8.5K following branding guidelines across social media channels, including Facebook and Instagram, to drive engagement and brand awareness.
- Write, edit, and publish a monthly newsletter with a consistent audience of 1,500 readers, achieving a subscription increase of 20% over a 12 month period.
- Raised over $16,000 to date through strategic social media fundraising campaigns, meticulously organized fundraising events, and active collaboration with the Board of Directors to boost community involvement.
- Plan, organize, and execute large-scale community events for up to 500 attendees, employing effective marketing strategies to secure news coverage and maximize event impact.

Sales Associate, *Petco,* Peachtree City, GA, Colorado Springs, CO — October 2022 – February 2023

- Provide guests with excellent customer service through optimal service
- Assist customers with merchandise selection based on guests personal needs
- Facilitate efficient and personable cashiering

Summer Office Assistant and Counselor, *Hopewood Outdoors,* Ashtabula, OH — May – August 2019, 2021, 2022

- Delivered administrative support to over 500 campers
- Coordinated the design and distribution of marketing materials around the camp and social platforms
- Improved the form intake process by creating a streamlined data entry system on Microsoft Excel

Publicity Assistant*, Caren West Public Relations,* Atlanta, GA — January 2022 – April 2022

- Created and managed an on-brand editorial calendar for high-end boutique salon across Instagram, Facebook, and Twitter
- Established over 150 media connections in the Atlanta Metro area, increasing media reach for clients and driving media attention to client events by 20%
- Conducted effective time management while executing multiple client pitches, blogs, and event alerts

Social Media Intern, *Chloe Xandria Brown,* Remote — August 2021 – December 2021

- Identified niche target audience and gained 3,000 Instagram followers over three months
- Secured social media partnerships with large retail brands such as Arie and Dove by negotiating rates based on following, views, and engagement on Instagram and TikTok

EDUCATION

University of Georgia, Athens, GA — May 2022

Bachelor of Arts **Major:** Public Relations **Minor:** Theatre, **Certificate:** New Media — *Magna Cum Laude*