

Morgan Stevenson

Work Experience

Marketing Specialist

MotionPoint | September 2022 - December 2022

- Devised direct email marketing sequences for campaigns aimed at growing customer base
- Strategized and led the rebranding of the company's Youtube page with revised video titles, descriptions, and tags using SEO best-practices
- Helped increase following base and engagement through management of corporate social media channels
- Created video content for a series designed to share company goals and priorities
- Wrote compelling content for marketing initiatives, including one-pagers, direct email campaigns, press releases, blog posts, and case studies

Digital Marketing Specialist

SCLogic | October 2019 - May 2022

- Developed and executed strategies and schedules for communications, including social media campaigns, the company blog, articles for online publications, press releases, branding plans, and ads
- Spearheaded the company's newer multimedia ventures, including podcasts, short- and long-form videos, and engaging graphics
- Created, uploaded, and organized digital and visual content series, including several series including explainer videos, commercials, and press kit visuals
- Established strong working relationships with diverse representatives of the customer base (education, industry, government, etc.) through direct contact and the development and oversight of a LinkedIn user community
- Ensured alignment on content and branding through close collaboration with colleagues across the company

Communications Specialist

American Urological Association | May 2016 - June 2019

- Planned and created weekly content for the Practice Management Network (PMN)
- Utilized member feedback to improve products, member benefits, and increase member retention and engagement
- Developed and executed yearly marketing campaigns with bit.ly tracking generating hundreds of clicks for the Practice Management Conference (PMC) and Regional Coding Seminar
- Collaborated with colleagues to create assets and materials (PMC Highlights, PMC Quick-Bites, Practice Managers Resources Series, Coding Tips, etc.) designed to drive traffic to HL and AUA sites
- Launched two new educational podcast series, generating hundreds of downloads, views and streams
- Established strong relationships with PMN subscribers through in-person contact at the PMC, in focus groups, and via direct communication throughout the year

Client Services Coordinator and Interim Corporate Marketing Asst.

BusinessSuites | October 2013 - April 2016

- Executed planned marketing via networking events, content development, and local advertising
- Assisted with research, content creation and management, strategy development, and implementation
- Authored and edited company blog and ghostwrote for other contributors, including company President
- Organized multiple direct mail campaigns for 30 locations nationwide
- Assisted with research, development, and system implementation of a live chat rollout for online customer interaction on websites for 30 locations nationwide
- Maintained CMS for all BusinessSuites websites, updated business statistics for online conference room transactions
- Assisted IT team with chat room launch for technical support ticketing system for BusinessSuites clients

Get in touch!

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Specializations

- Social Media Management and SEO
 - Digital Marketing
 - Content Strategy and Creation
 - CRM, CMS, and Database Management
 - Online Community Management
 - Podcast Development
 - Video Design and Creation
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Tools

Video

- Wondershare Filmora
- BlackMagic Design
- Inshot

Audio

- Audacity
- OBS

Graphics

- Adobe Illustrator
- Canva
- Inshot

Platforms

- Hootsuite (Social Media Strategy)
- Higher Logic
- Socializer
- Youtube Studio

Social Media

- TikTok
 - Instagram
 - Facebook
 - Youtube
 - LinkedIn
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Academic History

Salisbury University Fulton School of Liberal Arts

Bachelor of Arts | English
Concentration: Literature