

# MORGAN PALMER

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Marketing geek that specializes in content creation for social and digital media. Key strengths include the following:

- Creative and entrepreneurial spirit, highly organized, self-motivated
- Customer service experience, strong communications skills, ability to work under pressure
- Proficient in project management and leading marketing campaigns
- Advanced in social media: Facebook, Instagram, X, Pinterest, YouTube, TikTok
- Ability to lead all internal and external communications

## PROFESSIONAL EXPERIENCE

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### **Marketing Manager**

**Children's Diabetes Foundation**, Denver, CO (Hybrid)

April 2023–Present

- Create and plan marketing campaigns, manage implementation, maintain timelines and materials
- Produce valuable and engaging content for CDF website, blog, social media
- Collaborate with PR company to plan event strategies, marketing, etc.
- Generate copy, graphics, invitations, ads, sponsorship packets, signage, and other marketing materials to support designated events. In both digital and print formats as necessary.

### **Digital Marketing Coordinator**

**Associated Bodywork & Massage Professionals**, Golden, CO (Hybrid)

February 2021–November 2022

- Coordinate the association's marketing and messaging across email, social media, and print materials
- Lead email marketing for ABMP, including maintaining a schedule of upcoming emails, crafting copy, and design
- Maintain the day-to-day social media presence of ABMP, creating effective platforms to promote brand messaging
- Develop strategic partner relationships in order to increase brand visibility and success
- Served as the Project Manager during the acquisition and rebranding of RespectMassage.com
- Redesigned and built the new RespectMassage.com website

### **Marketing Communications Manager**

**Kennedy Fitness: A Jefferson Affiliate**, Cherry Hill, NJ

September 2019–November 2020

- Proven ability to influence and partner with stakeholders in multiple capacities
- Manage all aspects of planning, execution and optimization of marketing campaigns
- Led all internal communication such as internal newsletters and PowerPoints for staff meetings for 7 fitness locations
- Work closely with third party team on SEO/Google Ad Word Campaigns and branding the website
- Project management for health fairs which increase memberships, member retention & established B2B partnerships
- Train incoming sales employees on brand awareness and CRM software to increase lead generation

### **Chief Marketing Officer**

**The Quill Company**, Remote

January 2016–January 2018

- Created brand image, logo, and website from the ground up
- Started and managed all social media platforms

## EDUCATION

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**St. Edward's University**, Austin, TX

- **BBA Digital Media Management**: GPA 3.8, Dean's List May 2019
- **NCAA DII Women's Soccer**: Team Captain – 2019 August 2015 – January 2019
- **Student-Athlete Advisory Committee**: Social Media Coordinator September 2017-2019

**Florence University of the Arts**, Florence, Italy

Spring 2019

- Study Abroad International (SAI)