



MORGAN WAGNER
DIGITAL MARKETER

About

As a skilled digital marketer and content creator, I specialize in developing engaging and creative campaigns that connect with audiences across social media platforms. With expertise in social media marketing, creative direction and influencer marketing, I am able to use a range of strategies to drive engagement, increase brand awareness and generate measurable results.

Skills

Social Media Marketing
Influencer Marketing
Social Content Creation
Strategic Brand Development
Written & Verbal Communication
Graphic & Layout Design

Tools

Sprout Social
Adobe Creative Suite
Google Analytics
Microsoft Office
Wordpress

Contact

morgan.wagner105@gmail.com
(717) 903-1886

Portfolio

www.mymorganwagnermedia.com

Education

University of South Carolina, Columbia, SC 2018 - 2021
Graduated Summa Cum Laude - **GPA 3.9**
B.A. in Journalism and Mass Communications
Major in Visual Communications | Minor in Art Studio

Experience

Digital Marketing Content Creator Jun 2022 - Present
Frame It Easy, Derby, CT

- Leads influencer outreach initiatives, negotiates and manages contracts to ensure successful partnerships.
- Develops unique content for paid social media campaigns to drive engagement and ensure high performance.
- Manages company socials including Instagram, Pinterest and TikTok to build a community of loyal customers.
- Spearheading comprehensive company rebranding through the creation of user-friendly templates that ensure consistent alignment with the new brand identity.

Freelance Graphic Designer Jan 2020 - Present

- Utilizes communication and negotiation skills to work with clients on project pricing, scheduling and overall vision, resulting in the timely delivery of custom logo designs.

Brand Development Associate May - Sept 2021

Ordermark, Los Angeles, CA
Intern from May 2021 - Aug. 2021

- Developed creative identities and design elements to enhance the visual appeal of brands including its architecture, story and playbooks.
- Assisted in photo shoot strategy, pre-production and asset development.
- Sourced imagery and design inspiration for the team to pitch to celebrities and potential company partnerships.

Marketing & Graphic Design Intern May - Sept 2020

The JDK Group, Camp Hill, PA

- Utilized SEO to actively increase the company engagement on interactive social platforms by 60%.
- Produced marketing content including photos and Instagram stories for an exclusive wedding venue.