

Morgan Jackson

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Experience



Communications

Institute for Integrative and Innovative Research (I³R) at the University of Arkansas

Jul 2023 - Present (2 months)



Business Marketing Consultant

Self-employed

Aug 2019 - Present (4 years 1 month)

Consulting for various businesses across Arkansas spanning large, multi-million dollar companies to smaller, local businesses. My work has included:

- Paid media activation and conceptualization of digital marketing strategy
- Content and media creation and generation
- Marketing audits including paid media, UX, UI, and copy
- Market research and analysis



Marketing and Social Media Manager

Misfit Athletics

Apr 2022 - Jul 2023 (1 year 4 months)

At Misfit Athletics I worked with industry leaders to execute respective omni-channel marketing efforts for Misfit Athletics and its subsidiary companies including: Team Misfit (online programming), Misfit Gym Portland (gym), Sharpen The Axe (retail clothing), and Proper Fuel (nutrition supplements). In this role:

- Developed and executed global go-to-market launch strategy for over 15 drops, collections, and products
- An increase of 7500% in impressions representing over 13 million paid and organic impressions
- An increase of 15,000% in content engagement
- Management of large socials accounts (20k-100k followers)
- Ad placement and media buying across web and social channels (PPC included)
- Collaboration with and management of influencers
- Content collection and creation for large events (15,000+ people)
- Email marketing conceptualization, design, and implementation
- Spearheaded creative direction for advertising and media initiatives



Marketing and Communications Manager

United Cerebral Palsy of Arkansas

Nov 2021 - Jun 2023 (1 year 8 months)

At UCP I lead creative and marketing endeavors to carefully craft and execute strategic marketing plans and campaigns with internal and external stakeholders to increase exposure to communities and corporate entities. In this role:

- Over 3000% increase in relevant KPIs
- Lead creative direction, creation, and implementation for all collateral including print, video, and photo
- Managed influencers and other external relationships
- Crafted creative direction for various marketing plans for UCP's 2 business entities and 5 major programs
- Lead Front- and Back-end website development and maintenance
- Created, maintained, and grew an active email marketing effort
- Managed a Year-to-Year advertising budget



Social Media Manager

Rock City Digital

Jan 2021 - Sep 2021 (9 months)

I work with various businesses to help grow their social media audience and presence through engaging and evolving content across most mediums and platforms such as Facebook, Instagram, Twitter, and TikTok.

- Created and produced video, photo, and graphic design content for social media and web
- Managed multiple accounts
- Managed analytics and reporting for all accounts
- Created brand and social media strategy for businesses through various campaigns



E-Commerce and Marketing Manager

Merle Norman

Oct 2020 - Jan 2021 (4 months)

I worked on brand awareness and engagement in across Arkansas via social media and e-commerce tools through Shopify.

- coordinated and produced weekly sales livestreams on Facebook
- engaged with social media audiences as well as vendors such as Vera Bradley, Hallmark, and local artists
- email campaigns for seasonal sales and events
- planned and executed a social strategy that saw an increase of audience and awareness by more than 1000%



Videography and Media

iRealty Arkansas

Jan 2019 - Aug 2019 (8 months)

I worked with realtors to create content related to housing markets including:

- real estate video walkthroughs
- real estate photography
- company branding and culture content



Intern

KARK 4

Apr 2017 - Sep 2017 (6 months)

Education



Arkansas State University

Bachelor of Science, Creative Media Production

2016 - 2018



North Little Rock High School

2010 - 2014

Licenses & Certifications



Google Ads for Beginners - Coursera

HD8UE9V4VJP6



Fundamentals of Digital Marketing - Google



Certified CrossFit Trainer (CCFT) - CrossFit



Social Media Marketing - HubSpot Academy



Email Marketing - HubSpot Academy



HubSpot Inbound Marketing Certification - HubSpot Academy

Skills

Adobe Premiere Pro • Search Engine Optimization (SEO) • Adobe Photoshop