

MORGAN SWAN

DIGITAL MARKETING SPECIALIST

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SUMMARY

Results-oriented digital marketer with a diverse skillset spanning social media management, marketing strategy, content creation, and client services. Passionate about crafting engaging content, enhancing brand visibility, and sharing compelling stories. Seeking to leverage my expertise to develop successful content strategies and create long-lasting relationships with clients and partners alike.

TECHNICAL SKILLS

Marketing: Search Engine Optimization, Google Analytics, Google Search Console, Google Tag Manager, SEMrush

Social Media: Facebook, Instagram, LinkedIn, Twitter, YouTube, Snapchat, Pinterest, TikTok, Facebook/Snapchat/TikTok Ads Manager

Computer: WordPress, Adobe Creative Cloud, MS Office, G Suite, Teamwork, Zendesk

Other Skills: Canva, Asana, Copywriting, Editing, Videography, Photography, Content Creation & Ideation, Client Services

Languages: English, Spanish (conversational)

EXPERIENCE

Social Media Manager

Sept. 2023 – Present

The Denver Tennis Park

Denver, CO

- Develop and execute comprehensive social media strategies to increase brand visibility and engagement across Instagram, Facebook, and LinkedIn
- Create compelling content, including graphics, videos, and blog posts, to showcase tennis programming, community outreach initiatives at local schools, and upcoming events, resulting in a 20% increase in followers over the last 6 months
- Provided digital marketing, hands-on assistance, and live coverage of the organization's Raise a Racquet silent auction and live event, including special guest John McEnroe, raising money for the company's Scholarship Program for low-income youth players; our efforts ultimately raised \$145,000
- Launched the "Rally for Youth" fundraising campaign, raising money for the organization's outreach initiatives, including providing tennis instruction and equipment to 4 underserved schools in Denver; raised almost \$3,000, contributing to the organization's overall 60% year-over-year increase in revenue

Client Success Manager

Aug. 2022 – May 2023

V Digital Services

Denver, CO

- Cultivated and maintained long-term relationships with a personal book of business of approximately 40 clients, while closely managing SEO and digital advertising campaigns
- The first point for clients and internal fulfillment teams, ensuring all were delivering services in a timely and efficient manner and achieving the client's goals
- Planned and conducted monthly calls and presentations with sales representatives and clients to discuss SEO performance on their websites, as well as providing solutions for any decreases in leads, conversions, traffic, and brand visibility
- Coordinated with the content team to review and edit content deliverables for clients, ranging from new webpages to webpage expansions and blog posts
- Led the Culture Club to increase collaboration and community in and outside of the office; hosted potlucks, holiday events, and weekly calls with the team

Media Associate, National Investment

Aug. 2021 – Jun. 2022

Starcom

Chicago, IL

- Onboarded the new Planet Fitness account by developing, launching, and monitoring large national campaigns across linear, social, digital, display, and search; In 6 months, helped Planet Fitness reach over 1.5 million sign-ups
- Launched Planet Fitness' "High School Summer Pass" social media campaign across Facebook, Instagram, Snapchat, and TikTok; managed relationships with the creative team, uploaded creatives to social platforms, conducted post-campaign analyses, and monitored campaigns in each platform's Ad Manager
- Executed major linear and OTT campaigns, including Planet Fitness' New Years' Eve initiative and the gym's first Super Bowl ad; sent purchase and insertion orders, analyzed hundreds of flowcharts and media plans, uploaded buy entries, managed relationships with over 20 networks, and created budget sheets
- Promoted community by leading the Culture Committee, collaborating with Strategy and Programmatic teams, mentoring new associates, and conducting bi-weekly check-ins with associates and team members

Social Media Manager & Content Creator

Sep. 2020 – Apr. 2021

5280 Coffee Co

Denver, CO

- Managed the social media accounts – LinkedIn, Facebook, Instagram, and TikTok – for a start-up online coffee company, scheduling posts and organizing content
- Created graphics, videos, photos, witty captions, and blog posts to engage with our digital audiences
- In 6 months, grew our followings on LinkedIn by 560%, Facebook by 220%, and Instagram by 150%
- Oversaw our Influencer Outreach Program, working with female influencers who shared our brand values

PROJECTS

Kiehl's Club | Loyalty Program & Digital Marketing Strategy

Digital Marketing Bootcamp | University of Denver

- Developed a hypothetical loyalty program for the skincare brand Kiehl's; crafted a multi-channel re-engagement campaign for the launch of the new program, including paid search, display, retargeting, and social media ad campaigns
- Collaborated with a group to design and present a digital marketing plan for the program, including a marketing brief, business overview, data analysis, recommendations, and a retargeting workflow
- Tools: Paid search, display, social media, Trello, Google Analytics, Google Ads, Facebook Ads Manager, Twitter (X) Ads Manager, Canva

Paws for a Cause | Company, Website & Digital Marketing Strategy

Digital Marketing Bootcamp | University of Denver

- Created a fictional non-profit organization centered on training rescue dogs to become service dogs for veterans; constructed a WordPress website and a digital marketing strategy aimed at increasing donations
- Worked with a group to develop email marketing and social media campaigns, as well as an SEO strategy to achieve the organization's goals
- Tools: On-site SEO, off-site SEO, SEMrush, WordPress, Google Analytics, social media, Trello, Canva

Second Star to the Right | Content Marketing Strategy

Digital Marketing Bootcamp | University of Denver

- Developed an all-encompassing content marketing strategy for a local bookstore, centering on increasing website visitors, visibility, email subscriptions, and book sales
- Included recommendations regarding SEO, social media content, and email marketing
- Tools: On-site SEO, off-site SEO, SEMrush, WordPress, Google Analytics, social media, Trello, Canva

Marriott and the New Normal | Capstone Project, Advertising Strategy

Starcom

- Designed, researched, and presented a plan for Marriott to approach our "New Normal" and adapt to a pandemic-influenced world; provided recommendations for Marriott to expand on its Home & Villas program and invest in creating a "home away from home" for remote workers
- Tools: PowerPoint, Canva, social media, Kantar, data analysis

EDUCATION

Digital Marketing Bootcamp Certificate

Grad. Jan. 2024

University of Denver

Denver, CO

An 18-week intensive digital marketing program focused on gaining skills in digital advertising, web design, campaign analysis, and content marketing.

Major: Film, Television, and Theatre (Film Concentration) | Minor: Business Economics

Grad. May 2020

University of Notre Dame

South Bend, IN

- Dean's List: Fall 2017, Spring 2020
- President of the Notre Dame Media Industry Club
- Editor, Writer at Her Campus Notre Dame