

Morgan McHaney

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Self-motivated and articulate, I have a strong ability to translate research data into a creative marketing plan. I think quickly in a fast-paced environment and my communication skills have been honed via public-facing roles. I have a learner mindset, a proven ability to meet deadlines and exceed goals, and strong organizational skills.

SKILLS

- Passion for high-level customer service
- Strong written and verbal communication
- Experience with SWOT analyses and creative briefs
- Demonstrated commitment to detail and organization
- Solid ability to create strategic marketing plans
- Ability to work independently and with a team
- Experience with MS Office Word, Excel, Outlook
- Adobe Photoshop, Illustrator, InDesign, Canva

EDUCATION

The University of Mississippi, Oxford, MS – BS in Integrated Marketing Communications **May 2024**

- **GPA 3.75, Dean's Honor List, and a minor in General Business with a specialization in Public Relations**
- Coursework included: **Account Planning, Internet Marketing, Marketing Research, Media Law and Ethics, Public Relations Writing and Techniques, Crisis Communications**
- **Meltwater Academy** – Certification in Influencer Marketing I

MARKETING PROJECTS

- H&M Rebranding Project: Led a team of 3 in performing a SWOT analysis, strategic creative brief, and Single-Minded Proposition focused on the research-based target market
- Used Adobe Photoshop and InDesign to create various ads, brochures, and flyers for chosen businesses

EXPERIENCE

Foster Relations, Oxford, MS – Public Relations Intern

August 2023 – Present

A full-service, boutique public relations and advertising agency.

- Wrote engaging and informative blogs for the Natchez Trace State Park's website
- Created and curated content for various topics, ensuring alignment with the organization's goals and messaging
- Crafted e-newsletters using iContact, delivering compelling message to a subscriber base of over 60,000 contacts
- Developed and executed social media content strategies for a restaurant's online presence
- Created visually appealing social media content to enhance brand visibility and customer engagement

The Boon Group, Austin, TX – Marketing and Communication Intern

May 2023 – August 2023

40+ years providing fringe benefit solutions to government contractors.

- Created social media posts through Adobe Photoshop and InDesign for Twitter, LinkedIn, and Facebook to increase brand visibility and engagement
- Participated in daily marketing meetings with a team of 6 professionals
- Developed and implemented a researched social media posting calendar for social media management tools
- Analyzed data and metrics to measure the effectiveness of social media and email campaigns
- Collaborated with cross-functional teams to ensure consistent brand messaging across all platforms

University Sporting Goods, Oxford, MS – Sales and Customer Service Associate

September 2021 – May 2023

Boutique carrying Ole Miss branded casual clothing, shoes, jewelry, accessories, and more.

- Collaborated with a 10-person team to exceed goals and produce net sales of over \$15K per month
- Gained strong customer service skills by greeting clients and using problem-solving abilities to fill requests
- Built and maintained internal and external relationships with strong communication and sales skills
- Received, coordinated, and organized market shipments and recorded invoices into the inventory system

Estilo Boutique, Austin, TX – Seasonal Sales Associate

November 2022 – January 2023

A contemporary women's clothing boutique that focuses on delivering a curated collection of brands.

- Consistently provided positive first impressions to welcome existing, new, and potential customers, fostering a friendly and welcoming store environment
- Provided personalized recommendations to customers by understanding their preferences and needs, resulting in increased customer satisfaction and repeat business
- Effectively addressed customer inquiries regarding sizing, accessories, and proper care for merchandise, enhancing the shopping experience

- Proficiently wrapped gifts with precision and attention to detail, ensuring that each package reflected Estilo's commitment to elegance and style

Supply Showroom, Austin, TX – *Showroom Design Intern*

June 2022 – August 2022

Boutique fabric & wallpaper showroom with trade lines representing the cutting-edge of modern & sophisticated.

- Participated in design meeting preparation by creating PowerPoint presentations with InDesign graphics
- Calmly supported the management team by consistently and effectively communicating all updates
- Accurately filled, packed, and sent out Shopify orders while keeping the showroom organized and freshly restocked

Page Home Design, Austin, TX – *Design Intern*

January 2020 – September 2021

Full-service interior design provider and home decor retail environment founded by Suzie Page Whitworth.

- Produced detailed prospective customer tracking Excel spreadsheets + provided web-based market research
- Used Adobe Photoshop and InDesign to create compelling graphics, content, and posts for Instagram, Facebook, and LinkedIn
- Built professional client relationships via phone calls and emails, planned meetings on behalf of the designer
- Managed multiple requests while meeting deadlines and continuously learning about the design industry