



Morgan Eklund

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LINKS TO WRITING SAMPLES

- [Blog post](#)
 - [Editorial](#)
 - [Email newsletter](#)
 - [Invitation](#)
 - [Marketing print pieces](#)
 - [Press releases](#)
 - [Social Media\(Facebook\)](#)
 - [Social Media \(Twitter\)](#)
 - [Sponsorship proposal](#)
 - [Talking points](#)
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SKILLS

PROFESSIONAL

- Active listening
- Adaptable communication
- Analytical problem solving
- Creative and technical writing
- Discipline and time management
- Empathy
- Project management
- Self motivation
- Strategic decision making

SUMMARY OF QUALIFICATIONS

Eight years of professional writing, marketing and project management experience in the nonprofit, education and B2B sectors.

PROFESSIONAL EXPERIENCE

Manager of Events and Volunteers

Fund for the Arts // 2017 - present

Strategize messaging and curate copy for event marketing needs including: sponsorship proposals, email newsletters, social media, invitations, programs, fliers, brochures, talking points and press releases.

Program and Alumni Coordinator

Kentucky Center Governor's School for the Arts // 2013 - 2017

Cultivated creative copy and strategy for website, blog, email marketing campaigns, social media and event marketing materials to engage prospective students, alumni, parents and donors. Consistently delivered email open rates above industry standards, 23 - 25%

Marketing Coordinator

Bruce Fox, Inc. // 2012-2013

Developed strategic B2B website, blog and social media strategy. Created content for all eCommunications. Improved online engagement metrics by 80%. Implemented Google Analytics and SEO.

Membership and Learning Coordinator AmeriCorps VISTA, one-year position

Center for Nonprofit Excellence // 2011-2012

Implemented marketing initiatives and social media campaigns that resulted in increased engagement metrics by 75%. Performed research requests on industry best practices. Condensed research into marketing content.

EDUCATION

Bachelor of Arts in English

Western Kentucky University 2007-2011

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Technical SKILLS

Adobe Photoshop and InDesign



Microsoft Office programs



Project management programs and tools
(e.g. ASANA, Trello, and Google Docs)



Research Practices



SEO Best Practices



Social and Email Marketing



Technical and Creative Writing



Wordpress and other Content
Management Systems



INTERESTS

- Writing poetry and plays
- Reading
- Data and research
- Theatre
- Cats
- Tea and scones
- Large bodies of water
- Biking
- Hiking

FREELANCE WRITING EXPERIENCE

Social Media and Email Marketing

Momentum Appalachia // 2018

Identified opportunities on twitter for female candidates running for office in Appalachia. Increased twitter following by 28% in two weeks. Generated copy for social media posts and email campaigns with a 35% open rate.

Social Media and Email Marketing

Spalding University // 2017-2018

Managed a remote team of social media content producers. Streamlined processes through online collaborative platform, Trello. Generated copy for Facebook posts. Executed 12 successful email campaigns to promote local writing series. Open rates ranged from 23-26%

Website and Social Media Marketing

Graham Shelby // 2012 - 2016

Counseled independent storytelling artist, Graham Shelby on website design and social media strategy. Designed website and generated copy for social media. Implemented SEO and Google Analytics.

REFERENCES



Nick Covault,
Program Director
Kentucky Center Governor's School for the Arts
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Carrie Nath,
Independent Teaching Artist
502-210-3297
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