

MORGAN CAMPBELL

SOCIAL MEDIA + DIGITAL MARKETING

CONTACT

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AWARDS

PRIDE OF CASE V 2018

BEST VIDEO FEATURE – SHORT
(GOLD & SILVER)

SKILLS

- Pulse on emerging digital trends
- Crafting creative campaigns
- Adaptable in intense situations
- Crisis management and monitoring
- AP Style copywriting
- Photography/videography

TOOLS

- Sprout Social
- Google Drive/Microsoft Office
- Adobe Suite
- Vyond Animated Software
- Facebook Business Manager
- LinkedIn Advertising Manager
- Canva
- Asana, Teamwork, AirTable

WORK EXPERIENCE

SOCIAL MEDIA MANAGER

KRANNERT SCHOOL OF MANAGEMENT, PURDUE UNIVERSITY |
DECEMBER 2021 - PRESENT

- Creates engaging content for the official social media accounts on Facebook, Instagram, LinkedIn, and Twitter.
- Monitors & responded to social channels for questions or concerns from students, staff, faculty or other followers.

SOCIAL MEDIA & DIGITAL MARKETING SPECIALIST

INDIANA UNIVERSITY | SEPTEMBER 2018 - DECEMBER 2021

- Develops & executes social media strategy, content creation, editorial calendar, listening & sentiment analysis and national ad campaigns for a cumulative audience of over **one million**.
- Serves as lead subject matter expert for the university community, offering strategic consultation and tactical tools to stakeholders and clients.
- Provides empathetic customer service, responsive community management and crisis communications expertise.
- Manages and mentors a team of four student employees and 16 student ambassadors, establishing performance goals and conducting reviews.
- Serves as a liaison for the university leadership and our audience during crisis situations and other emerging issues.

EDUCATION

BA , JOURNALISM (PUBLIC RELATIONS) | 2014-2018

Minors in Communication Studies and Sport Marketing

Indiana University-Purdue University Indianapolis (IUPUI)

DIGITAL MARKETING STRATEGIES CERTIFICATE | APRIL 2020

Northwestern University, Kellogg School of Management

NOTABLE CONTRIBUTIONS

SPEAKING ENGAGEMENTS

- **PANELIST:** WORKFLOW SUMMIT BY PHOTOSHELTER: SOCIAL MEDIA IN HIGHER EDUCATION: ROUNDTABLE
- **PRESENTER:** HIGHER ED CONTENT CONFERENCE 2020
- **PODCAST:** ENROLLMENT GROWTH UNIVERSITY PODCAST - TIKTOK STRATEGY AT IU BLOOMINGTON
- **PRESENTER:** INDIANA UNIVERSITY SOCIAL MEDIA SUMMIT 2019

WRITTEN CONTRIBUTIONS

- **CONTRIBUTOR:** JOSIE AHLQUIST - CLASS OF 2020: PURSUING A DIGITAL PURPOSE BLOG
- **ARTICLE:** SPROUT SOCIAL - INDIANA UNIVERSITY USES SPROUT TO EMPOWER DECISION MAKING
- **ARTICLE:** TARGETX - TIKTOK FOR HIGHER ED: THESE SCHOOLS ARE GETTING IT RIGHT