

MORGAN HAYES

MULTIMEDIA COMMUNICATION SPECIALIST

📞 (706)495-2246 ✉️ morganhayes421@gmail.com 🌐 www.morgoart.com

EDUCATION

B.F.A in Graphic Design
Augusta University
2015-2019, 3.65 GPA

M.A. Emerging Media with a concentration
Mass Communication and Journalism
University of Georgia
2023-2025, 3.97 GPA

CERTIFICATIONS

Social Media Management
International Open Academy
2020

Figma, Adobe Photoshop, Adobe Illustrator,
MySQL Essentials, & MySQL Advanced Topics
Linkedin Learning
2023

Digital Marketing and E-Commerce
Google Coursera Certificate
2023

SKILLS

- Graphic Design
- Photography
- Illustration
- Web and Mobile App Development
- Frontend and Backend Development
- Data Analytics
- Brand Strategy and Packaging
- Social Media Strategy and Management
- Journalistic Writing
- Video Production and Editing
- Magazine Publishing and Design

TECHNOLOGY

Adobe Creative Suite: Illustrator, Photoshop, InDesign, Premiere Pro, After Effects, Audition, XD, Figma, Xcode, Canva, Visual Studio Code, Microsoft Suite, Mailchimp, Poppulo Harmony, Metricool, Later Scheduling, Davinci Resolve, Final Cut Pro

ORGANIZATION AFFILIATIONS

President
Secretary
American Advertising Federation
(AAF-Augusta Chapter)
2023-present

Co-Communications Chair
In-House Video Editor and Designer
American Institute of Graphic
Art (AIGA ATL Chapter)
2023-present

Director of Marketing
Ebony Tree Council
2022-present

Volunteer
High Museum/Woodruff Arts Center/
MODA ATL/Atlanta Art Contemporary
2024-present

WORK EXPERIENCE

Communication Specialist
Augusta University (December 2021-Present)
Augusta, GA

- Developed and executed targeted marketing strategies to enhance recruitment for Pamplin College of the Arts, Humanities, and Social Sciences.
- Managed social media campaigns and advertising, leveraging data analytics for optimization.
- Designed and produced engaging digital and print graphics, ensuring brand consistency across all platforms.
- Produced content including articles, videos, and #WeArePamplin College Magazine, enhancing college visibility and engagement.
- Facilitated effective communication between students, college leadership, and the marketing team.

Graphics Specialist
National Beverage Screenprinters (March 2020-December 2021)
Williston, SC

- Specialized in innovative graphic design solutions for industrial applications, collaborating with major beverage brands like Coca-Cola and Pepsi.
- Redesigned company website, enhancing user experience and brand identity.
- Managed product photography and videography, maintaining high-quality standards for visual content.
- Trained and supervised new staff in graphic design software and production processes.
- Developed compelling graphics for local businesses, driving impactful marketing campaigns.

Graphic Designer
EasyStreet Marketing (October 2019-February 2020)
Aiken SC

- Created visually appealing social media graphics for diverse local businesses, optimizing digital presence and engagement.
- Utilized design thinking methodologies to solve business challenges and enhance brand storytelling.
- Conducted professional product photography and videography, contributing to successful marketing campaigns.

Art Instructor and Painter
Pinot's Palette (July 2019-January 2020)
Augusta, GA

- Led engaging art-centric events, fostering creativity and community engagement.
- Provided hands-on instruction in painting techniques, creating memorable experiences for participants.
- Supported event logistics including bartending services, ensuring seamless event execution.

Vice President of Marketing for Student Life and Engagement & Special Events
Coordinator

Augusta University (August 2017-May 2018)
Augusta, GA

- Directed comprehensive social media strategies for Jaguar Production Crew and Student Life and Engagement, driving student engagement and event attendance.
- Coordinated high-impact university events, from planning to execution, ensuring alignment with organizational goals and enhancing campus culture.

Creative Director of Phoenix Magazine
Augusta University (September 2016-September 2018)
Augusta, GA

- Collaborated with editorial team to conceptualize and execute visually compelling layouts for bi-annual publication.
- Curated artistic content and wrote engaging articles, maintaining high editorial standards and audience engagement.

Freelance Graphic Designer
Self Employed (2014-present)

- Partnered with diverse clients to deliver tailored graphic design solutions, from branding and logo design to multimedia content creation.
- Managed projects from concept to completion, emphasizing creativity, communication, and client satisfaction.
- Provided expert guidance in design strategy and brand development, supporting startups and local businesses in achieving their marketing goals.