

Morgan Hayes, Communication Specialist

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PROFILE

Multidisciplinary communications professional with deep expertise in content strategy, brand systems, and visual storytelling. Brings over 7 years of experience leading integrated campaigns across digital, print, web, and social platforms, with a strong focus on clarity, consistency, and trust.

EMPLOYMENT HISTORY

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|---------------------|--|---------------|
| Aug 2025 — Present | Adjunct Instructor, Augusta University | Augusta, GA |
| | <ul style="list-style-type: none">Teach undergraduate courses in Motion Graphics and Graphic Design, delivering curriculum focused on design fundamentals, technical execution, and professional practice.Develop course syllabi, assignments, and assessments aligned with program outcomes and industry standards. | |
| Dec 2021 — Present | Communication Specialist, Augusta University | Augusta, GA |
| | <ul style="list-style-type: none">Lead content strategy and brand voice across digital, print, and social platforms for a large academic college, ensuring consistency and clarity across all channels.Author and produce articles, videos, campaigns, and the annual <i>#WeArePamplin Magazine</i>, strengthening institutional credibility and audience engagement.Partner with senior leadership on high-visibility initiatives, balancing strategic messaging, accuracy, and brand trust.Analyze engagement and performance trends to continuously refine messaging and content output. <p>Impact highlight:</p> <ul style="list-style-type: none">Produced a targeted video campaign for the Harry Jacobs Chamber Music Society, contributing to measurable audience growth and doubling membership.Collaborated with <i>Foreign Policy</i> on multiple national campaigns for the PhD in Intelligence, Defense, and Cybersecurity and the M.A. in Intelligence and Security Studies.Authored more than 30 published articles highlighting faculty, student, and program success. | |
| Mar 2020 — Dec 2021 | Graphics Specialist, National Beverage Screenprinters | Williston, SC |
| | <ul style="list-style-type: none">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. <p>Impact highlight:</p> <ul style="list-style-type: none">Served as lead designer for the company website redesign, supporting improved sales performance and customer engagement.Served as lead printer and editor of 2 Superbowl's beverage graphics. | |
| Oct 2019 — Feb 2020 | Graphic Designer, EasyStreet Marketing | Aiken, SC |
| | <ul style="list-style-type: none">Led visual content for multiple client accounts, creating social media assets that strengthened brand consistency and engagement.Collaborated with clients to develop design-driven solutions aligned with marketing goals.Produced photography and video content supporting digital campaigns and brand storytelling. | |
| Jul 2019 — Jan 2020 | Art Instructor and Painter, Pinot's Palette | Augusta, GA |
| | <ul style="list-style-type: none">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 bar tending services, ensuring seamless event execution.
- Aug 2017 — May 2018 Vice President of Marketing for Student Life and Engagement & Special Events Coordinator, Augusta University 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.
- Sep 2016 — Sep 2018 Creative Director of Phoenix Magazine, Augusta University 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.
- Jul 2023 — Jul 2026 Secretary (2023–2024); President (2024–2026), American Advertising Federation (Augusta Chapter) Augusta, GA
- Lead brand strategy, communications, and visual identity to strengthen organizational visibility and regional engagement.
 - Oversaw conference and event branding, marketing collateral, and promotional campaigns for professional programming and awards initiatives.
 - Collaborated with board members and community partners to advance organizational goals and strengthen regional creative engagement.
- Oct 2023 — Nov 2027 Communication Chair, AIGA Atlanta Chapter Atlanta, GA
- Lead all communications strategy and execution for the chapter, maintaining sole responsibility for newsletters, website, and digital media platforms.
 - Manage and evolve chapter branding, creating promotional graphics and marketing assets for events, workshops, and conferences.
 - Design and maintain the chapter website, ensuring accuracy, accessibility, and brand alignment.
 - Serve as workshop moderator and contribute to conference branding, photography, and videography to support educational programming and outreach.
- Impact highlight:**
- Served as lead designer for the 2025-2026 Design Recess, AIGA ATL inaugural design conference.
 - Increased social media presence by over 225% within the first year and has continued to grow its audience.
- Oct 2022 — Oct 2025 Director of Marketing, Ebony Tree Farms Nonprofit Augusta, GA
- Developed and executed comprehensive marketing and communications strategies to support organizational growth and community impact.
 - Led brand development from the ground up, creating all visual identity elements and marketing materials across print and digital platforms.
 - Designed conference branding and promotional assets for workshops and community initiatives.
 - Produced photography and video content to document programs, amplify storytelling, and support outreach efforts.
 - Served as workshop moderator, supporting educational programming and community engagement.
- Impact highlight:**
- Increased awareness with brand trust that led to community partners aiding us in getting multi-million-dollar grants for more resources in low-income communities.

May 2023 — May 2025

M.A. Emerging Media with a concentration Mass
Communication and Journalism, University of Georgia

Athens, GA

3.97 GPA

Impact highlight:

- Videographer, content creator, and website developer for Season 3 of the *Georgia on Your Mind Podcast*, resulting in a 28.9% increase in Instagram audience growth through rebrand and social strategy.

Aug 2015 — May 2019

B.F.A in Graphic Design, Augusta University

Augusta, GA

Graduated Magna Cum Laude, 3.65 GPA

SKILLS

Brand identity systems and
visual storytelling

Graphic Design with Strategic
Storytelling

Web and digital design
(UX/UI, content-driven sites)

Content strategy and editorial
writing

Integrated campaign
development

Videography and photography
(production and post-
production)