

MORGAN HAYES

MULTIMEDIA COMMUNICATION SPECIALIST

(706)495-2246

mahayes@morgoart.com

www.morgoart.com

EDUCATION

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

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

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
Layout Design
Photography
Illustration
Web and Mobile App Development
Front and Back-end Design
Data Analytics
Brand Creation and Packaging
Social Media Management
Journalism
Video Producing and Editing
Magazine Publishing and Designing

TECHNOLOGY

Adobe Illustration
Adobe Photoshop
Adobe Indesign
Adobe Premiere Pro
Adobe After Effects
Adobe Audition
Adobe XD
Figma
Xcode
Canva
Visual Studio Code
Microsoft Suite
Wordpress
Mailchimp Newsletter
Poppulo Harmony Newsletter
Metricool Social Media Scheduler
Later Social Media Scheduler

ORGANIZATION

AFFILIATIONS

Secretary
American Advertising Federation
(AAF-Augusta Chapter)
2023-2025

Co-Communications Chair
In-House Video Editor and Designer
American Institute of Graphic
Art (AIGA ATL Chapter)
2023-2025

Director of Marketing
Ebony Tree Council
2022-2024

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

WORK EXPERIENCE

Communication Specialist

Augusta University (December 2021-Present)
Augusta, GA

This role involves developing and executing marketing strategies to enhance recruitment for Pamplin College of the Arts, Humanities, and Social Sciences in collaboration with the university. Responsibilities include managing social media advertising, creating digital and print graphics for college departments, maintaining the college website, writing monthly articles, producing the #WeArePamplin College Magazine, attending events for content creation, designing presentations for university meetings, and facilitating communication between students, college leadership, and the university marketing team.

Graphics Specialist

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

In this role, I specialized in creating, editing, and prototyping designs for industrial surfaces like metal and plastics. I produced banners, beverage machine graphics, and large print signs for major nationwide beverage companies such as Coca-Cola, Pepsi, Keurig, and Dr. Pepper. Additionally, I designed and distributed newsletters highlighting new product releases and contributed to the design of the www.nbsinc.net website. I served as a product photographer, trained and supervised new staff on print software, operated the Industrial Vutek Die Cutter, and developed graphics for businesses in the CSRA, Columbia SC, and Williston area.

Graphic Designer

EasyStreet Marketing (October 2019-February 2020)
Aiken SC

I designed social media graphics for local businesses in the CSRA area, improving their online presence. I attended business functions for training and networking purposes, and also conducted product photography and videography for local business campaigns.

Art Instructor and Painter

Pinot's Palette (July 2019-January 2020)
Augusta, GA

I hosted weekly art-centric social gatherings in the CSRA, teaching painting skills to attendees and supporting fellow art instructors. Additionally, I provided professional bartending services during these events.

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

Coordinator

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

I managed social media accounts for the Jaguar Production Crew and the Student Life and Engagement event planning board, overseeing content creation and engagement strategies. Additionally, I played a key role in planning and executing various university events, contributing to their successful implementation and student engagement efforts.

Creative Director of Phoenix Magazine

Augusta University (September 2016-September 2018)
Augusta, GA

Collaborated with the Editor in Chief to conceptualize and execute the aesthetic and layout of the bi-annual Phoenix Magazine. Responsible for curating artistic content, writing articles, and developing stories for publication within the magazine.

Freelance Graphic Designer

Self Employed (2014-present)

Experienced in commercial and non-commercial design, including podcast production and editing. Provided private art instruction, collaborated with local nonprofits, and contributed photography to publications while developing brands for startups and offering marketing support to local businesses. Additionally, specialized in art instruction for seniors.