

MORGAN HIGHTOWER



Results-driven Digital Marketing Specialist with 5+ years of experience, specializing in email marketing, content creation, and campaign development. Proven track record in improving conversion rates, developing personalized messaging, and implementing effective A/B testing strategies. Skilled in utilizing data-driven approaches to optimize marketing campaigns and build customer relationships across multiple channels.

PORTFOLIO LINKS [ONLINE] [PDF]

RIGHT TO WORK

- UNITED STATES
- SPAIN

EDUCATION

MASTER OF ARTS MARKETING

Hult Int'l Business School
London, UK

BACHELOR OF ARTS BUSINESS + COMMUNICATIONS

Double Major
Queens University
Charlotte, NC

CERTIFICATIONS

SEO INBOUND MKTG CONTENT MKTG SOCIAL MEDIA MKTG

HubSpot Academy

SKILLS

- Positive Attitude
- Accountable
- Clear Communicator
- Detail Oriented
- Organized
- Collaborative
- Problem Solver
- Quick Study
- Results-Driven
- Creative + Analytical

EXPERIENCE

DIGITAL MARKETING SPECIALIST

MH MKTG | Freelance | 2018 - Present

- Creates engaging graphics and video for various platforms, including flyers, social media, websites, and email.
- Develops personalized content for customer segments to improve engagement for emails and other mediums.
- Maintains brand consistency across all marketing collateral.
- Executes email marketing campaigns to increase traffic and revenue, utilizing A/B testing and other strategies.
- Conducts SEO optimization for blog writing and content creation.
- Develops brand guidelines and logos.

MARKETING DESIGNER + COPYWRITER

Content Haus | Contract | 2020 - 2023

- Produced creative assets and engaging copy for email marketing campaigns, social media, and websites.
- Ensured content remained on-brand and consistent in terms of voice, tone, and style across channels.
- Designed original graphics and images for cohesive messaging.
- Edited content, tested links, and optimized webpages for improved performance.

SOCIAL MEDIA MARKETING MANAGER

Hugo's Hospitality Group | Full-Time | 2019 - 2020

- Developed and executed multi-channel marketing strategies, including email and social media.
- Lead content localization efforts, adapting marketing materials for different markets.
- Created promotional graphics for marketing campaigns.
- Updated property websites with current and accurate content.

STRENGTHS

- Content Marketing
- Copywriting
- Graphic Design
- Strategy Development
- Social Media Marketing
- Marketing Campaigns
- SEO
- Cross-functional Collaboration
- Marketing Communications
- Email Marketing Strategy
- Campaign Development
- Editing / Proofreading
- CRM Management (HubSpot)
- Web Design and Optimization