

SHAVAUGHN L. MORRIS

DIGITAL MEDIA PROFESSIONAL

ABOUT ME

I'm a "tug on your heartstrings" style of writer using imagery and tone of voice as my superpowers. I use these tools to bridge the gap between consumers and brands. These elements are amplified to create palatable content that maps back to the big idea, as well as the consumer journey. A creative and nimble work environment are always, "goals" with the room exert creative license and pursue professional development.

CONTACT INFO:

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SKILLS & SOFTWARE:

Content Marketing
Social Media Management
Blogging
Creative Copywriting
SEO
Proofreading
Copy Editing
Google Analytics
WordPress
SquareSpace
MailChimp

EDUCATION:

Seton Hall University
MA, Strategic Communication, 2012

Clark Atlanta University
BA, Speech Communication, 2003

EXPERIENCE

Copywriter / Social Media Producer

Dragons Group | Feb 2019 - Nov 2019

Copywriter for RB Health and Enfamil (May 2019 - Nov 2019)

- Multi-platform copywriter for digital and social assets.
- Collaborated with Creative Director and design team to conceptualize hero messaging for campaigns.
- Learned and implemented brand voice and tone of voice.
- Used SEO tools to optimize keywords for blogs and articles.
- Assisted with internal case studies and various pitch decks.

Social Media Producer for RB Health (Feb 2019 - May 2019)

- Published and managed original and curated content for Durex, K-Y, and Neuriva.
- Increased Durex social engagement by 40%.
- Used Social Studios track, monitor, and publish content.
- Submitted monthly reports summarizing engagement, content gaps and opportunities, as well as performance metrics.

Asst. Community Manager / Social Media Manager

Medina=CITI / =Space (EqualSpace) | Jan 2018 - Aug 2018

Assistant Community Manager (EqualSpace)

- Liaison for multi-campus co-working space.
- Created, curated, published, and managed internal social platforms to increase sales and equity.
- Amplified community programs for promotion and awareness.
- Increased membership by 3% and restructured Ambassador program.
- Managed 2 Gateway Conference Center and maintained community and culture of shared space.

Social Media Manager (Medina-CITI)

- Managed social media platforms for: Yes, Newark, Newark Fashion Forward, and My Brother's Keeper Newark (MBK).
- Grew social channels through organic content.
- Efforts led MBK's Opportunity Summit to trend on Twitter.
- Submitted weekly content schedules for approval, along with monthly insights to highlight metrics, content gaps, and engagement.

Chief of Staff

Impact Consulting Enterprises, LLC | Apr 2016 - Aug 2016

- Chief Administrator to the CEO.
- Assisted with curating, drafting, and publishing internal and client content.
- Trained staff and interns on day-to-day operations, content guidelines, and news conference procedures.
- Learned InfusionSoft and implemented E-mail marketing campaigns for lower funnel engagement.
- Redesigned and implemented Summer Internship program.
- Assisted with designing video treatments, client pitch decks, and RFPs.