

Profile photo

# Alex Morgan

Creative Marketing Specialist

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## PROFILE

*Forward-thinking creative marketer with 6+ years' experience delivering impactful digital campaigns, brand strategies, and content for fast-growing startups. Adept at combining storytelling with data analytics to drive engagement and build communities.*

## EXPERIENCE

### Lead Marketing Strategist

Rocket Growth Agency, 2020 – Present

Designed multi-channel campaigns that increased client engagement by 70%. Led a creative team in rebranding major SaaS products, resulting in a 3x boost in online impressions. Delivered trend insights to executives for product-market fit refinement.

### Content Marketing Manager

Urban Creative, 2017 – 2020

Crafted content strategies for digital and social platforms, raising brand awareness by 50%. Built and managed partnerships with influencers, and launched viral campaigns featured in industry publications.

## EDUCATION

### B.A. in Marketing & Communication

Parsons School of Design, 2013 – 2017

## SKILLS

Brand Storytelling

Content Creation

Social Media Strategy

Campaign Analytics

SEO & SEM

Adobe Suite

Email Marketing

Influencer Outreach