



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