

MORGAN PALMER

609.313.8330 ◊ morganpalmer7@gmail.com ◊ [linkedin.com/in/themorganpalmer](https://www.linkedin.com/in/themorganpalmer) ◊ [morganpalmer.org](https://www.morganpalmer.org)

Marketing champion that specializes in content creation for social and digital media. Key strengths include the following:

- Creative and entrepreneurial spirit, highly organized, self-motivated
- Comprehensive marketing campaigns, strong communication skills, ability to work under pressure
- Proficient in: Microsoft Suite, Adobe Suite, Hootsuite, Later, MailChimp, Constant Contact, WordPress, and ChatGPT
- Advanced in organic and paid social media: Facebook, Instagram, X, Pinterest, YouTube, LinkedIn, and TikTok

PROFESSIONAL EXPERIENCE

Marketing Manager

April 2025 – August 2025

Let Grow, Remote

- Led and executed all aspects of Let Grow's social media presence—from content creation and design to strategy and analytics—growing our audience by over 5,000 followers in just 90 days.
- Actively monitored trends and participated in social listening to keep content timely and relevant to our community.
- Dedicated time daily to thoughtful engagement: liking, commenting, and sharing posts from partner organizations, thought leaders, and community members. Maintained strong community management by consistently responding to DMs and comments to boost visibility and connection.
- Tackled controversial topics head-on—responding to challenging comments with authority, empathy, and clarity.

Marketing Manager

Children's Diabetes Foundation (CDF), Aurora, CO (Hybrid)

April 2023 – April 2025

- Created and planned marketing campaigns, managed implementation, and maintain timelines and materials.
- Produced valuable and engaging content for CDF website, blog, social media, and email marketing.
- Collaborated with PR companies to plan event strategies, marketing, etc.
- Generated copy, graphics, invitations, ads, sponsorship packets, signage, and other marketing materials to support designated events. In both digital and print formats as necessary.

Digital Marketing Coordinator

February 2020–February 2022

Associated Bodywork & Massage Professionals (ABMP), Golden, CO (Hybrid)

- Coordinated the association's marketing and messaging across email, social media, and print materials.
- Led email marketing for ABMP, including maintaining a schedule of upcoming emails, crafting copy, and design.
- Maintained the day-to-day social media presence of ABMP.
- Developed strategic partner relationships in order to increase brand visibility and success.
- Monitored trends in the profession, identify opportunities for partnership and keep alert about potential issues.
- Served as the Project Manager during the rebrand of RespectMassage.com redesigning the website

Marketing Communications Manager

Kennedy Fitness: A Jefferson Affiliate, Cherry Hill, NJ

September 2019 – November 2020

- Design marketing collateral, email marketing, digital marketing, and social media posts for 7 fitness locations.
- Work closely with a third-party team on SEO/Google Ad Word Campaigns and branding the website.
- Wrote and edited monthly blog and press releases.
- Filmed, edited & launched video campaigns to increase engagement.
- Project Management for health fairs which increase memberships, member retention & established B2B partnerships.
- Updated CRM program to improve the productivity of sales staff.
- Trained incoming sales employees on brand awareness and CRM software to increase lead generation.
- Proven ability to influence and partner with stakeholders in multiple capacities.

EDUCATION

St. Edward's University, Austin, TX

- **BBA Digital Media Management:** GPA 3.8, Dean's List May 2019
- **NCAA DII Women's Soccer:** Team Captain – 2019 August 2015 – January 2019
- **Student-Athlete Advisory Committee:** Social Media Coordinator 2017 – 2019
- **Florence University of the Arts:** Florence, Italy Spring 2019