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Charleston, SC 29401



EDUCATION

Master of Business Administration
College of Charleston
Charleston, SC | Expected August 2022

Master of Science in Management
Southern Methodist University
Dallas, TX | May 2021

*Bachelor of Science in Management
& Marketing, Minor in Graphic
Design*
Spring Hill College
Mobile, AL | May 2020

Study Abroad
University of Bologna | Bologna, Italy

ACHIEVEMENTS

American Advertising Federation
Silver award for personal letter mark and guidelines & Silver award for logo design

Globus Industry Champion Award
Awarded for Overall Best Performing Company

Spring Hill Gautrelet Award & Scholarship

ORGANIZATIONS

National Society of Leadership & Success
Member 2017- Present

American Marketing Association
Member 2016- Present

VOLUNTEER

Light of the Village
Mobile, AL 2016- 2020

Manna on Main Street
Lansdale, PA 2013- 2017

The Solana Horsham
Montgomery, PA 2012-2016

MORGAN HAFER

MARKETING & MANAGEMENT

Entrepreneurial-minded recent graduate seeking her MBA with an M.S. in Management, a B.S. in Management & Marketing, and a minor in Graphic Design with proven success contributing to marketing and branding initiatives, process improvements, and people management. Motivated young professional with an innovative approach to creative problem-solving. Solid multi-tasking skills and ability to meet deadlines. Strong financial management skills; well-versed in budgeting, forecasting, and cost control. Communicative and personable with strong organization skills and commitment to providing high-quality customer service. Certified in Google Analytics.

- Account Management
- Client Retention
- Customer Relationship Management
- Project Management
- Branding
- Typography
- MS Office Suite, Google Analytics
- Adobe Photoshop, InDesign, Illustrator
- Canva, Wix, Square Space

PROFESSIONAL EXPERIENCE

PROJECT INTERN, 1 SUMMER | PROJECT MANAGER, PRESENT

Automotive Financial Services / Buckingham, PA / Spring 2019- Present

- Developed a project to customize Affinitiv Auto Loop CRM, enabling agency team to organize post vehicle delivery customer contact and solicit finance and insurance product sales.
- Collaborated with team on project sales growth of over 100% including two record months of sales by collaborating with staff to implement process improvements, increasing efficiency of acquiring, tracking, and closing sales leads.
- Developed a reporting process to track monthly sales and progress; managed all project reporting and analytics

SOCIAL MEDIA MANAGER

Rose Ott Design / Long Beach, NY / Summer 2020-Spring 2021

- Increased brand awareness by 10% and engagement by 33% as shown on Google analytic reports; engaged and communicated with customers and target client through digital marketing techniques.
- Received positive praise from designer/CEO for developing, implementing, tracking, and optimizing digital marketing campaigns across various marketing channels that delivered return on investment (ROI).
- Brought in to create and execute a complex marketing plan and incorporated Google Analytics to track prospective customer traffic and interactions to identify improvements for future goals.
- Grew net following 25% while managing website, social media, and online marketing campaigns.

MARKETING INTERN

Little Dog Agency / Charleston, SC / Spring 2020 – Summer 2020

- Built collaborative and cross-functional relationships with clients through clear and persuasive copy for online content such as ads, websites, social media, blogs, and other forms of advertising.
- Increased website traffic and length of time stayed by writing content and managing social media accounts, website maintenance, public relations, blog editing, e-newsletters, and reviews.
- Acquired first-hand experience in a full-service marketing agency

SHIFT MANAGER

Soul Bowlz / Mobile, AL / Spring 2017 – Spring 2019

- Trained mentored, and led a team of 15 employees, while increasing sales 15%. Managed inventory, maintained registers, supervised front and back-of-house operations, and sustained outstanding customer service.
- Increased market outreach and awareness, achieving 200% growth on Instagram, by running social media campaigns, revamping outdated websites, and streamlining content to align with brand identity and updated information.

COMMUNITY LEADERSHIP

MERCY GIRL RISING

Co-Founder / Montgomeryville, PA/ 2014-2016

Founded nonprofit organization to help provide education for women and children in South Sudan, Cambodia, and Zambia. Managed nonprofit and successfully filed for 501-C3 clearances. Recruited team of committee leaders to help organize and operate fundraising events. Created and launched social media pages (Facebook, Instagram, and Twitter) and a website to promote the organization's mission and advertise a major fundraising event.

- Raised over \$40K in two years by planning, coordinating, and hosting events, including an outdoor music festival that raised awareness of the organization's mission and importance of educating girls.
- Collaborated with the Director of The Partnership for Global Justice at the UN to help facilitate use of funds raised for building a new school for girls in Zambia.
- Helped to raise additional funds for native students in Zambia, South Sudan, and Cambodia.