

# MORGAN MICHEL

## CREATIVE MARKETER

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[Portfolio](#)

## EDUCATION

### Bachelor's in Communication Studies

Central Washington University

- National Communication Association Honors Society

Sep 2015 - Jun 2019

Ellensburg, WA

### NYU Music Industry Essentials Certificate

Yellowbrick.co

May 2025

Online

## EXPERIENCE

### Brand Manager

Mfused

Mar 2024 - May 2025

Seattle, WA

- Led end-to-end creative strategy and multi-channel marketing campaigns for product launches, including concept development, creative briefs, rollout decks, mood boards, and performance analysis, resulting in measurable engagement growth and increased audience reach.
- Collaborated with cross-functional teams across social, digital, and live event channels to ensure consistent brand storytelling, while leveraging trend research and audience insights to align campaigns with cultural lifestyle moments.

### Senior Marketing Coordinator

Mfused

Nov 2022 - Feb 2024

Seattle, WA

- Directed photo/video shoots, influencer campaigns, and content production to support product launches and seasonal campaigns.
- Managed project timelines and budgets, ensuring timely delivery of assets across social, digital, and experiential channels.

### Marketing Coordinator

Mfused

Jun 2021 - Oct 2022

Seattle, WA

- Supported marketing campaigns across social media, email, and digital platforms, maintaining brand consistency while optimizing content performance through data analysis and trend research.
- Organized digital asset libraries, assisted in copywriting and scheduling, and collaborated with cross-functional teams to ensure campaigns effectively reached target audiences and drove engagement.

### Social Media Manager

The Fire House NW

Oct 2019 - Present

Remote

- Create, schedule, and managed social content across Instagram, Facebook, and X, optimizing for engagement and brand growth.
- Analyze platform metrics to guide content strategy and improve overall marketing outcomes.

### Brand Ambassador

Freddy's Fuego

Dec 2020 - May 2021

Poulsbo, WA

- Promoted brand presence at events and retail activations, directly engaging with audiences and supporting merchandising efforts.
- Partnered with Sales to gather insights and support marketing efforts, building a strong foundation for future growth in creative brand strategy.

\*References available upon request

## SKILLS

- Brand Storytelling
- Trend Research
- Campaign Strategy
- Project Management

## ACTIVITIES

- Reading *All You Need to Know About the Music Business* by Donald Passman.
- Learning to mix for fun on my first DJ controller.

## INTERESTS

Music festivals, fashion shows, film, art museums, snowboarding, travel, and hanging out with my pup, Hazel.