

# 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, including concept development, creative briefs, rollout decks, and performance optimization (Canva).
- Collaborated with cross-functional teams and external vendors to ensure consistent brand storytelling across social, digital, and live event channels, driving audience engagement and campaign success.

### Senior Marketing Coordinator

Mfused

Nov 2022 - Feb 2024

Seattle, WA

- Directed photo and video shoots, coordinated influencer partnerships, and managed content production to support product launches and seasonal campaigns (Figma).
- Oversaw project timelines, asset delivery, and cross-team communications to ensure brand consistency and timely execution across social, digital, and experiential channels (Asana).

### Marketing Coordinator

Mfused

Jun 2021 - Oct 2022

Seattle, WA

- Supported social, email, and digital campaigns by organizing creative assets, maintaining brand libraries, assisting with copywriting and scheduling, and ensuring brand consistency (HubSpot, Constant Contact, Frontify).
- Conducted trend research and performance analysis to inform creative strategy, optimize content, and support product and retail marketing initiatives.

### Field Marketing Coordinator

Freddy's Fuego

Dec 2020 - May 2021

Poulsbo, WA

- Promoted brand presence through vendor events, retail activations, and customer engagement, distributing promotional materials, educating customers, and supporting retailer relationships.
- Collaborated with Sales to provide insights from events, track marketing assets and apparel inventory, and support promotional initiatives to drive product visibility and engagement.

### Social Media & Email Marketing Manger

Freelance

Oct 2019 - Present

Remote

- Manage social media and email marketing for small retail and events brands, maintaining consistent brand presence across Instagram, X, Facebook, and customer newsletters.
- Create and schedule content using (Sprout Social, Constant Contact); source brand assets and write copy for social and email campaigns supporting promotions and engagement.

\*References available upon request

## SKILLS

- Brand Storytelling
- Creative Direction
- Campaign Strategy
- Project Management

## ACTIVITIES

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

## INTERESTS

Music, fashion, art, pop culture, travel, snowboarding, and quality time with my pup, Hazel.