

Morgan Jones

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EDUCATION

University of Georgia

Aug. 2020–May 2024

A.B. Public Relations with a minor in sociology, certificate in New Media
GPA: 3.98/4.0

PROFESSIONAL EXPERIENCE

Development & Alumni Relations Communications Department UGA

Dec. 2023–Present

Graphic Design Intern

- Produces 2-3 graphics per week in Adobe Illustrator, Photoshop and InDesign using UGA's brand kit.
- Collaborates with other departments to fulfill creative, promotional campaigns across the university.

Grady College of Journalism and Mass Communication

May 2023–Present

Yarbrough Communications Fellow

- Conducts 20+ interviews to write articles on students, faculty and staff—uploads articles to WordPress.
- Implements social and digital campaigns across multiple platforms.
- Creates promotional materials for Grady College using Adobe Illustrator and Photoshop.

Bipper Media

Feb. 2022–Jan. 2023

SEO Content Writer

- Monitored Google trending searches and wrote 500-1,000-word blogs on these topics to boost viewership on Bipper's website.
- Wrote, edited and uploaded 1000-word client and personal blogs using SEO keywords.
- Communicated high-level concepts like the metaverse and virtual reality and packaged them into simple SEO writing.

Strike Magazine Athens

July 2021–May 2022

External Director Assistant

- Led and organized a 3-hour launch party hosting over 200 people.
- Facilitated meetings with 10 staff members to develop ideas for the external affairs of the magazine.

PROJECT EXPERIENCE

Top Five Finalist PRWeek Outstanding Student Award Entry

Fall 2023

- Developed a six-page PR campaign proposal educating Americans about the impact of climate change across partisan divides.
- Collected primary and secondary research to inform the campaign.
- Defined goals, objectives, and tactics and provided deliverables for each stage of the campaign.

PR Campaign for Extra Special People Inc.

Fall 2023

- Developed a comprehensive PR campaign for ESP: creating and launching a subscription-based merchandise box.
- Served as the creative director and oversaw all visual design for the campaign.

Integrated Marketing Plan | PR Communications

Fall 2022

- Formulated a comprehensive traditional and digital media marketing plan for a veterinary clinic.
- Created a media list, drafted 2 press releases and developed 12 social media posts across 3 platforms.
- Drafted a SWOT analysis, identified key competitors, analyzed target audiences and composed a key message.

CAMPUS INVOLVEMENT

Public Relations Student Society of America

Aug. 2020–Present

President

May 2023–Present

- Organizes, leads and monitors biweekly meetings with 70+ audience members.
- Practices crisis management by adapting to unwanted situations in a timely manner.
- Creates meeting schedule with 8 meetings per semester and facilitates contact with communications professionals.

Social Media Director

May 2021–May 2023

- Produced 5-10 social media posts for Instagram, TikTok, Facebook, Twitter and LinkedIn per week.
- Increased Instagram engagement by 39.4%, reach by 223% and total followers by 5.7% within a 90-day span.
- Grew the organization's LinkedIn presence to provide networking services to PRSSA members.
- Planned a full social media calendar for each semester.

TEDxUGA

Aug. 2023-Jan. 2024

Presenter Curator

- Hosted weekly meetings with a TEDxUGA presenter to create an 18-minute talk using principles from Duarte's "Resonate."

COMMUNITY INVOLVEMENT

Fulton County Board of Elections

May 2020–Nov. 2022

Assistant Poll Manager & Poll Worker

- Served over 2,000 registered voters to ensure a safe, legitimate election process.