

MORGHAN ROBINSON

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EXPERIENCE

JAMESON SOTHBY'S INTERNATIONAL REALTY, MARKETING COORDINATOR

04/2022 – 9/2023

- Manage marketing assets for 50+ real estate brokers (list + sell volume transactions up to \$32,975,400 for individual broker) in the Chicagoland area, increasing sales-volume and client retention.
- Create media content across various platforms.
- Collaborate directly with third party vendors for client's personalized branding: (including but not limited to) placing listing photography, postcards, listing brochures, websites, logos, brag books, all while maintaining brand uniformity.
- Efficiently create and launch integrated email-marketing campaigns using in-house email software.
- Strategize with agent to build marketing plan that is effective to their business.
- Process checking transactions, submit various check deposits to banking platform, while providing excellent customer service to all parties involved.

DEPARTMENT OF VETERAN AFFAIRS, HEALTH AID

04/2021 – 4/2022

- Appropriately acknowledge and greet patients and visitors in a pleasant and courteous manner.
- Accurately and efficiently screen visitors, patients, and staff according to current guidelines.
- Take temperatures, ask a series of screening questions, take other vital signs and follow protocols in accordance with medical center and department procedures.
- Oversee daily upkeep and cleanliness of screening areas.
- Provide information and directions to patients and visitors.

UNITED STATES POSTAL SERVICE, LABORER CUSTODIAN

07/2013 – 04/2021

- Supervise and perform general laboring duties to maintain regular building maintenance.
- Identify organizational needs.
- Demonstrate systematic approach in carrying out assignments.
- Perform janitorial duties to ensure cleanliness aligns with national training standards.
- Ensure an orderly and safe environment, guaranteeing high traffic areas are cleaned and sanitized regularly and properly.

MODERN LUXURY MEDIA, CHICAGO SCENE MAGAZINE- MARKETING & SOCIAL MEDIA MANAGEMENT INTERN

08/2018 – 12/2018

- Content creator responsible for planning and executing a strong social media presence of the "Insider's Guide of Where to Go & What to do in Chicago" on major social media platforms such as Instagram and Facebook for five neighborhoods in Chicago (Hyde Park, Bronzeville, China Town, The Loop & South Loop.)
- Generated an engaged following averaging 250 followers, 50 likes, and 3-5 comments per post.
- Successfully developed a brand strategy that uses SEO (search engine optimization) to organize a list of hashtags for every Chicago Scene post, bringing traffic to each post.

EDUCATION

COLUMBIA COLLEGE CHICAGO, BACHELOR'S OF ARTS DEGREE, INTERDISCIPLINARY FASHION STUDIES, MARKETING
12/2020

SOCIAL MEDIA CONTENT • SPRING 2019

- Worked in team setting to create a social media strategy and campaign for the Bud Billiken Parade that was presented to the historical Chicago Defender Charities (Robert S. Abbot Foundation.)
- Formatted ready to use social media content ideas curated specifically for each platform (Facebook, Instagram, Twitter and the foundation's website) in the forms of posts, video and blog posts.
- Identified the voice, tone and complete asset review of the foundation in order to structure a successful social media campaign.
- Developed a social media calendar for the class client to utilize and schedule their content in the order it should be published.

DEVELOPING A MARKETING PLAN • FALL 2018

- Quickly grasped the concepts and foundations of creating a successful marketing plan exploiting under-utilized capabilities.
- Operated in a team setting to construct a research report & strategy brief for a failing or declining business (Kodak), to ultimately create a successful marketing plan which was presented to Havas Advertising Agency of Chicago.

PRAIRIE STATE COLLEGE, ASSOCIATE'S IN ARTS DEGREE

05/2018

SKILLS

- Proficient on MAC and PC platforms
- Adobe Suite
- Microsoft Office
- Google Suite
- Demonstrate effective allocation of resources
- Flexible and adaptable
- Great interpersonal and communication mastery
- Critical thinker and problem solver
- Effectively initiate solutions
- Capable of multitasking, prioritizing and organizing
- Excellent attention to detail
- Self-motivated and able to work well in a collaborative environment as well as individually.
- Effectively manages time