

Morgan Kolson

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240-520-9320

Arlington, VA

Advertising operations, sales planning, marketing solutions, data and revenue collecting with close to one year experience. Aspiring creative in the entertainment/media/advertising industry. Open to learning many fields of work.

Morgankolson.com

WORK EXPERIENCE

Sales Planner & Advertising Operations Coordinator -Sinclair Broadcast Group/Circa

09/10/18- Present

Accomplishments

Successfully implemented new programmatic partners, internal brand message. Helped in the motivation to increase revenue and performed data collection.

Tasks

Create Marketing and sales decks and collateral. Data and revenue collection. Inventory reporting. Assisted all sales efforts for 77 local news stations. Help in the creation of branded content. Supported in marketing and defining brand and voice. Differentiate what is working, and what is not in terms of content on site.

Social Media Intern - Kelly Roach International

12/01/18-04/01/18

Accomplishments

Increased their following by 1,000 followers. Implemented growth and data tracking.

Tasks

Responsible for setting up, implementing, running and growing the Instagram page. I created analytic reports on the performance. Participated in professional Instagram training and learned effective ways to gain an authentic following.

Director of Philanthropy- Sigma Sigma Sigma National Sorority

January 2017- April 2017

Accomplishments

Received Chapter Achievement Award from ALS Foundation. Raised over \$40,000 in one year.

Tasks

Responsible for communicating with the chapter. Fundraising for the cause. Five events to plan during the year. I Spoke at other organizations chapters for promotion. Initiated partnership with small businesses in town. Kept the groups and motivations organized.

Intern/Production Assistant- Datachieve Digital

May 2016- August 2016

Tasks

Assisted with coding, setting up hosting, installing WordPress, Setting up the backend of websites, creating email templates through Mail Chimp, updating clients sites, Used basecamp for all assignments.

COMPENTENCIES

- Professional, dependable, organized, experienced, writing skills, multi task, problem solving skills
- Wordpress, Adobe Creative Suite, Mail Chimp, Basecamp, Microsoft Office, Garage band, iMovie, Html15, Google Analytics, DFP Certified, Programmatic advertising
- Facebook, Twitter, YouTube, Blogging, Pinterest

EDUCATION

B.A., Media Arts and Design- concentration in Advertising, Minor in Communications

James Madison University

August 2014- May 2018