



DAN MORGAN

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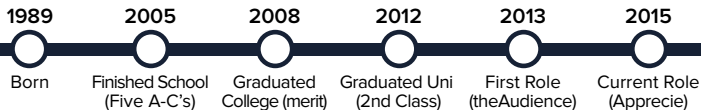


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About Me

I am a **young marketing professional** with more than **3 years experience** in digital content creation and strategic marketing. I am currently working as an in-house marketing specialist for a luxury brand agency, but I have knowledge of other industries too, such as **financial services** and the music industry. I am an innovative thinker and have an eye for both designing and distributing digital content via **website, e-mail, and social media** platforms,

Away from the office, I can be found either playing sport or attempting to become Britain's next top chef. I also spend time looking after my family.



Work History (Full details on page 2)



TheAudience
Social Media Agency
Sep 2012 - May 2013



Conduit PM
Umbrella Company
June 2013 - June 2015



Apprecie
Luxury Brand Agency
July 2015 - Present

Technical Skills



Adobe
Creative
Suite



HTML
Coding



E-mail
Campaign
Software



MS Office
Suite



Social Media
Scheduling
Software



A Range
Of CRM
Systems

Full Work History Details



Marketing Executive

July 2015 - Present

<http://www.apprecie.com>

Job Description: Apprecie is an agency in the luxury brand and 'off market' experiences industry. My role is predominantly **B2B** and involves **retention** of clients and the **acquisition** of new business. I work as the main marketing support to our sales and business development managers, ensuring conversion rates remain high whilst supplying them with the collateral and digital assistance they need and to follow up on their leads.

I am in charge of all **e-mail** and other **digital** campaigns, along with all creative work released. The creative work included all image **graphic design** work and **video production**, I also create all web page **copywriting** and management of our **Content Management System** plus **HTML coding**.



Senior Marketing Coordinator

July 2013 - June 2015

No longer has an active site due to closure

Job Description: I managed a small team that oversaw **all** external marketing and communications from Conduit. This included a vast range of all different **campaigns** and **optimisation** across our brand's image, usually aimed within a **B2C** market. As well as implementation of company strategy I also managed all the creative work output including:

- Digital advertising content for use on our **website** and **social media** channels
- Print and **digital creative** artwork and formatting of all branded internal/external documentation
- Design creation of all **printed advertising** content e.g Leaflets, New Business Proposals, Video

Reason For Leaving: Redundancy



Video Creative

Sep 2012 - June 2013

<http://www.theaudience.com>

Job Description: My role at theAudience was as a creative member and an assistant to the **YouTube/Google** channel manager. Many of the clients that I worked with had huge subscriber bases well into their tens and even hundreds of thousands.

I was to create **video/image** content predominantly for online use across websites and YouTube for clients in the music industry. I would be in charge of **filming**, **editing**, and **marketing** each of our client's video work. I would also analyse all statistics from each of our clients channels in an attempt to ensure the **constant growth** of their channels and platforms.

Reason For Leaving: End of contract