

MORGEN ELISE BURCHELL

(210) 723-8134
hello@morgenelise.com

PORTFOLIO: morgenelise.com
LINKEDIN: www.linkedin.com/in/morgenelise



PROFESSIONAL SUMMARY:

9+ years of experience involving digital marketing strategies and implementation, social media marketing, email marketing, content creation, copywriting, web + graphic design, and customer service. 4+ years of experience involving sales & customer relation management, event management, general operational management, and hiring + onboarding processes.

OBJECTIVE:

To contribute as a marketing director or manager on a team of people involved with high level marketing (preferably digital marketing) campaign creation for a brand/organization that is looking to grow as an organization and help its team members grow professionally. To serve as a director/coordinator involving marketing, public relations, human resources, networking, special events, management, or any combination thereof.

QUALIFICATIONS & TECHNICAL SKILLS:

Content Creation (10+ years)	Adobe Creative Suites (6+ Years)
Creator Studio & Facebook Biz (4+ years)	Web Development (7+ Years)
Event Management (8+ Years)	Graphic Design (6+ Years)
Team & Employee Management (3+ Years)	Live TV Host/Announcing Experience (4+ years)
Social Media and PR Experience (8+ Years)	SEO & SEM (3+ years)
Public Speaking/Leadership	Google Ads, Tag Manager, & Analytics (3+ years)
Excellent Problem Solving & Teaching Skills	Email Marketing (6+ Years)
	Final Cut Pro/Adobe Premiere (Video editing)
	All basic Microsoft Office Tools (10+ years)
	Organizational Skills/Time Management

STRENGTHS*

1. Strategic

STRATEGIC THINKING

People exceptionally talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

2. Maximizer

INFLUENCING

People exceptionally talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.

3. Achiever

EXECUTING

People exceptionally talented in the Achiever theme work hard and possess a great deal of stamina. They take immense satisfaction in being busy and productive.

4. Learner

STRATEGIC THINKING

People exceptionally talented in the Learner theme have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.

5. Futuristic

STRATEGIC THINKING

People exceptionally talented in the Futuristic theme are inspired by the future and what could be. They energize others with their visions of the future.

*determined by Gallup Strength Test
Full strengths report available on portfolio/upon request

WORK EXPERIENCE

BOAT TOWN

Aug. 2019- Present Director of Marketing & Sales Associate

Overhaul and continued management & growth of all marketing initiatives for the entire Boat Town District and entities encompassed. Digital and print marketing, *data analysis and creative production* for both **Boat Town dealership locations, Boat Town Burger Bar, Patio 2900 and Boat Town Boutique/Pro Shop**. This includes the following projects, responsibilities, and accomplishments:

- **Graphic Design for Digital and Print:** Logo Design & Creation, Banner & Billboard design, Magazine & Newspaper Ad design and management, Social Media infographic creation, digital ad media design and creation, web banner advertisement, restaurant menus, flyers, electronic sign designs, and more
- **Media Management and Creation-** Set media plan according to campaign strategies and goals. Acted as photographer and videographer for most internal media projects. Projects included set creation, story-boarding, shot lists, content goal setting, post shoot editing, capturing content based on end-goals, coordination of talent and props.
- **Promotional design + execution & management of digital campaigns using Google Ads & Meta Campaigns as primary outlets:** created and implemented marketing campaigns from a high level down to the daily data tracking. This included creating aspects of campaigns that had measurable KPIs and ROI could be averaged at the completion of a campaign. Responsible for entirety of campaigns including media content, ad copy, call to actions, user experience design, campaign design, adjustment of campaign based on data, analytic user tracking, budget adjustments, initial campaign mapping for all. CTR consistent average between 5-8% and CPC average between \$0.09 and \$0.50 for all campaigns. Primary campaign structures used include Lead Gen, Retargeting, Brand Recognition, Awareness, Website Visits, and Event Leads
- **Organic Digital Marketing Management:** email marketing, social media marketing, and other forms of brand management. High level focus on maintaining consistent, quality organic social media presence with a focus on growth and engagement through the use of posts, reels, stories, live videos, series videos, and other forms of social engagement. Consistent quarterly reach increase of 20%, averaging a 50% quarterly engagement increase and a 5-10% follower increase on all social platforms (4 accounts total). Email campaign marketing with average 10%-20% open rate and 2-5% CTR. Other image & reputation management focuses including blog write-ups, infographics, quizzes, and more.
- **Web Design, SEO Best Practices and Content Management:** implemented new web design for Boat Town dealership, Boat Town Burger Bar, and Patio 2900, including best SEO practices and tags to create top performing locations on page one of major search engines. Included design, domain management, inventory photo management and lead generation focus. Implemented online tools including Google Tag Manager & Analytics tags, and using tools to create UTMs, URL tracking metrics, and use of Google Search Console to track and manage organic performance. Average monthly increase in users of 10% and a bounce rate average of 40%, fluctuating +/- 10% during season.
- **Event Management:** responsible for logistics on various levels of specific events, including several model reveal events, customer appreciation events, some restaurant related event management, in-house boat shows, and boating/surfing classes + clinics.
- **Sales Team Associate:** taking only foot-traffic and referral based leads, assisting in supplementing the sales team when needed. Pro-shop assistant with watersports equipment expertise and advice, and assisting sales with demos and deliveries for all boat makes and models. Personal solo boat sales averaging 1-2 per month.



-Boat Town Dealership:
Mastercraft, Cobalt, Chris Craft
& Barletta - Sales & Service
(2 Current Locations- Est. 1961)
Numerous Awards for Excellence

- Boat Town Burger Bar
Lakeside Dining +
Full Bar and Concert Venue

-Patio 2900
Lakeside Pizza & Dining + Full Bar

-Boat Town Boutique & Pro Shop
Watersports gear and accessories
Clothing & other accessories



TEXAS SKI RANCH

March 2016- Aug. 2019 General Manager/Director of Marketing & Events
Summer of 2013 & 2014 Part Time Event/Marketing Internship



- **Strategic Marketing Initiatives**- responsible for overall marketing plans and initiatives; including graphic design involvement, social media marketing campaigns and regular account maintenance, digital marketing initiatives including email campaign, content creation, and photo & video production and useage, along with print marketing strategies, and analytics of data and ROI. Roughly 10% increase in number of private lessons and group bookings each year.
- **Website Creation & Management**- created company website at the beginning of 2019. Average of 2.7k organic search results each month, with over 43k backlink visits per month. Responsible for email campaigns with 16k+ subscribers. Average open rate maintained at 10-14% with an average click rate of 2-6%. Responsible for social media presence on Instagram and Facebook- each between a 13k and 15k range. Content creation and customer relationship management for both accounts.
- **Customer Relations Management (CRM)**- responsible for tracking customer responses to various decisions made by management team at the complex. Used google analytics, social media insight tools, and other applications to ensure the customer relationship status was maintained at a high standard. Accountability taken for any guest complaints and professionally resolved any issues.
- **Management**- held regular meetings and briefings with upper management and part time staff across departments to help implement changes and expectations while maintaining a positive and healthy work environment. Oversaw operations of customer relations, financial transactions, event bookings, and public communications.
- **Director of Special Events**- both in house and host for third party organizers. Types of events included athletic competitions, outdoor concerts, charity/non-profit events, vendor events, 5ks, holiday themed activities, and others. Oversight of all digital and print marketing created and distributed for any in-house events. Assisted in procurement of operation infrastructure and equipment for both day-to-day and special event processes, contracting with third-party vendors and sponsors for essential equipment & services.
- **Departmental HR Management**- acted as the hiring manager for inside operations & event staff. Created relevant applications for department heads & reorganized all hiring processes for complex in 2017. Created training booklets and performance assessments for part-time staff. Increased retention rate of part time employees substantially over 3 year period. Implemented new hiring system and increased level of expectation for new hires. Transitioned into digital application collection and onboarding, as well as updated onboarding materials such as employee handbook, training materials, checklist and accountability systems, and productivity assessments.
- **Operational Oversight**- responsible for overseeing *all* operational activities & coordination between departments to ensure decisions being made were in the best interest of the park, growth of the programs, and maintaining projects within budget. Overhaul of all internal operations involving hiring, onboarding, event booking, customer service, and point of sale. Helped to restructure old paper systems to up-to-date organized, digital means of communication and operation. Creation of new website through which customers can more easily attain correct information, create accounts, and manage bookings.
- **Served on Cable Park Committee for WSIA (Water Sports Industry Association)** and played key role in the development of industry standards document "Best Practice Guide", and assisted in hosting bi-annual meetings for the committee. Assistance in helping to lead by example and set industry standard for cable parks.

NOTEABLE & ONGOING FREELANCE WORK 2016-Present

Freelance article writing for Boating Magazine- **Bonnier Corp.**
On-Camera Host- Walk Through Videos- **Boating Mag/Bonnier Corp.**
Participated as "Talent" in both the 2022 XT23/XT24 release and
MY22 Photo & Video Shoot- **Mastercraft Boat Company & Black Oak Creative**
TV Host for the Pro Wakeboard Tour- 2020 & 2021- **Alliance Multimedia**
TV Host for the 2021 Moxie Pro Series Finals- **Alliance Multimedia**
Participated as "Talent" in multiple photo/video shoots for **Cobalt Boats**
Website Redesign for Austin Confidential, Texas Roofer, and others
Logo Redesign for various entities, including AANPA and others
Social Media Content Consultation and Management
Graphic Design & Other forms of Design + Artistry
Class Instructor: Painting w/ Wine Classes
Private & Class Instructor: Boating/watersports lessons

RELEVANT COURSEWORK:

Intro to Logic
Creative Writing
Four Semesters of French

Argumentation and Debate
Communication & Technology
Communication and Contemporary Issues (Public Memory)
Media Campaigns
Persuasion
Political Economics of Telecommunication

EDUCATION:

Texas A&M University (TAMU)- College Station, Texas
Bachelor of Arts in Communication with a minor in Business Mgmt
Online Continuing Education & Certificates of Completion-
Javascript, HTML5, Graphic Design, SEO, SEM, and more

REFERENCES AVAILABLE UPON REQUEST

LEADERSHIP & AWARDS

WSIA Wake Park of the Year
Texas Ski Ranch
2016 & 2018

Social Media Speed Round Speaker
& Cable Park Committee Member
WSIA Summit 2019

President
Texas A&M Wakeboard Team
2014-2015

Performance Manager
Texas A&M Century Singers
2013-2014

Outstanding Century Singer
Award/Scholarship
2013 & 2014

Event Coordinator
Texas A&M Wakeboard Team
2013-2014

Paderweski Medal Recipient
11 year Piano Guild participation
Awarded in 2010

Your CliftonStrengths 34 Theme Sequence

1. Strategic

STRATEGIC THINKING

People exceptionally talented in the Strategic theme create alternative ways to proceed. Faced with any given scenario, they can quickly spot the relevant patterns and issues.

2. Maximizer

INFLUENCING

People exceptionally talented in the Maximizer theme focus on strengths as a way to stimulate personal and group excellence. They seek to transform something strong into something superb.

3. Achiever

EXECUTING

People exceptionally talented in the Achiever theme work hard and possess a great deal of stamina. They take immense satisfaction in being busy and productive.

4. Learner

STRATEGIC THINKING

People exceptionally talented in the Learner theme have a great desire to learn and want to continuously improve. The process of learning, rather than the outcome, excites them.

5. Futuristic

STRATEGIC THINKING

People exceptionally talented in the Futuristic theme are inspired by the future and what could be. They energize others with their visions of the future.

6. Responsibility

EXECUTING

People exceptionally talented in the Responsibility theme take psychological ownership of what they say they will do. They are committed to stable values such as honesty and loyalty.

7. Self-Assurance

INFLUENCING

People exceptionally talented in the Self-Assurance theme feel confident in their ability to take risks and manage their own lives. They have an inner compass that gives them certainty in their decisions.

8. Ideation

STRATEGIC THINKING

People exceptionally talented in the Ideation theme are fascinated by ideas. They are able to find connections between seemingly disparate phenomena.

9. Individualization

RELATIONSHIP BUILDING

People exceptionally talented in the Individualization theme are intrigued with the unique qualities of each person. They have a gift for figuring out how different people can work together productively.

10. Input

STRATEGIC THINKING

People exceptionally talented in the Input theme have a need to collect and archive. They may accumulate information, ideas, artifacts or even relationships.

11. Arranger

EXECUTING

People exceptionally talented in the Arranger theme can organize, but they also have a flexibility that complements this ability. They like to determine how all of the pieces and resources can be arranged for maximum productivity.

12. Relator

RELATIONSHIP BUILDING

People exceptionally talented in the Relator theme enjoy close relationships with others. They find deep satisfaction in working hard with friends to achieve a goal.

13. Intellection

STRATEGIC THINKING

People exceptionally talented in the Intellection theme are characterized by their intellectual activity. They are introspective and appreciate intellectual discussions.

14. Belief

EXECUTING

People exceptionally talented in the Belief theme have certain core values that are unchanging. Out of these values emerges a defined purpose for their lives.



WHAT MAKES MORGEN UNIQUE?

ASSESSED BY RED BULL WINGFINDER, 07 MAY 2019


<p>Top strength:</p> <h2>HIGHLY INNOVATIVE</h2> <p>Morgen stands out for her original thinking. She prefers to avoid the obvious route when it comes to problem solving.</p>	<p>She succeeds through</p> <ul style="list-style-type: none"> – seeing things differently – coming up with lots of original ideas – finding new solutions 	<p>+</p> <p>Enjoys coming up with innovative solutions</p>	<p>!</p> <p>Can feel constrained by too much routine</p>
--	---	--	--

<p>Top strength:</p> <h2>ADAPTABLE</h2> <p>Morgen is excited by a good degree of uncertainty. She is able to adapt to new ideas and situations, and doesn't like being too definite in her thinking.</p>	<p>She succeeds through</p> <ul style="list-style-type: none"> – her adaptability to change – her willingness to try something new – her flexible thinking 	<p>+</p> <p>Responds well to new environments</p>	<p>!</p> <p>Can take on too many tasks at once</p>
--	---	---	--

 These strengths are part of Morgen's CREATIVITY result


Morgen's CREATIVITY result measures how original and innovative her thinking is, or how logical and analytical it is. She is open-minded, enjoys novelty and change, and is often coming up with new and interesting ideas.

<p>Top strength:</p> <h2>SUPPORTIVE</h2> <p>Morgen is good at thinking about other people before herself. She appreciates the support and ideas they can offer.</p>	<p>She succeeds through</p> <ul style="list-style-type: none"> – her selflessness and desire to help others – her openness to other opinions – her focus on the group 	<p>+</p> <p>Is naturally supportive of colleagues</p>	<p>!</p> <p>Can be too influenced by others' needs</p>
---	--	---	--

 This strength helps explain the way Morgen works with other people – her CONNECTIONS

The CONNECTIONS result measures how Morgen manages relationships and how well she works independently. Morgen enjoys being at a stage in her career where she is helping other people, establishing connections and growing a network.

<p>Top strength:</p> <h2>A HANDS ON LEARNER</h2> <p>Morgen learns through experience and deals with problems by getting stuck in.</p>	<p>She succeeds through</p> <ul style="list-style-type: none"> – having proven solutions – learning on the job – using her common sense 	<p>+</p> <p>Enjoys learning by doing</p>	<p>!</p> <p>Needs to be aware when more analytical thought is required</p>
---	--	--	--

 This strength is a key part of the way Morgen THINKS

THINKING measures how abstractly or concretely Morgen prefers to think when solving problems. She prefers to be hands on and get stuck in. Morgen enjoys finding intuitive solutions to practical problems and believes learning comes from experience, not textbooks. She applies her common-sense approach to even complex situations.