

AM

Alex Morgan

Digital producer driving content success through strategy and innovation
A digital media specialist with seven years of experience in managing website content, social media campaigns, and cross-platform digital projects. Skilled at leveraging data analytics to enhance audience engagement.



San Francisco, CA



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LinkedIn | Portfolio

KEY SKILLS

- Content strategy
- Social media management
- Data analytics
- Search engine optimization (SEO)
- Cross-functional collaboration

PROFESSIONAL EXPERIENCE

DIGITAL PRODUCER | WAVE DIGITAL AGENCY
SAN FRANCISCO, CA | JUNE 2016 – PRESENT

- Managed digital campaigns across multiple platforms, increasing website traffic by 40% within one year
- Collaborate with designers and developers to optimize user experience on client websites
- Developed social media content calendars, boosting engagement rates by 30%

CONTENT COORDINATOR | MEDIAFLOW DIGITAL
SAN FRANCISCO, CA | AUGUST 2014 – JUNE 2016

- Oversaw daily updates to client websites and ensured timely publication of blog content
- Conducted SEO keyword research, improving organic search rankings for client sites

EDUCATION

- Bachelor of Arts in Digital Marketing
University of California, Berkeley, CA | May 2014