

# Brooke Morgan

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## EDUCATION

### University of Illinois at Urbana-Champaign

*Bachelor of Science in Media Studies/Digital Technology, Minor in Communications and Marketing*  
*Deans Honor List*

May 2024  
Major GPA: 3.9/4.0

## EXPERIENCE

### National Communication Association Honor Society

*Social Media Manager*

Champaign, IL  
January 2023-Present

- Increased engagements by **35%** through A/B testing design elements in marketing materials
- Designed **25** high-performing social media graphics and **8** promotional flyers using **Adobe Creative Suite** and **Canva**, driving a **30%** increase in website traffic
- Managed daily social media posts across **4** platforms by developing data-driven content calendars, ensuring consistent brand voice and an **80%** response rate to audience inquiries.

### Illini Esports at the University of Illinois Urbana-Champaign

*Vice President, Data Analyst, and Videographer*

Champaign, IL  
January 2023-Present

- Led a team of **50** student-athletes, implementing performance optimization strategies that boosted practice efficiency by **15%** and competition success by **30%**
- Managed and supported **20+ Event Coordinators**, overseeing the scheduling and execution of **13** impactful events and volunteer initiatives for the student community
- Created high-quality marketing videos to promote major esports events like the Illini Esports Invitational, reaching an audience of over **700 participants**
- Spearheaded club meetings, fostering strategic discussions and incorporating student feedback to shape **9** successful events with an **85%** participation rate.

### Integro Builders LLC

*Media Content Coordinator, Internship*

Chicago, IL  
June 2023-January 2024

- Managed on-site video and photography production for construction projects, collaborating with multiple subcontractors, consultants, and vendors to capture **115** hours of high-quality documentary footage showcasing project progress
- Increased social media engagement by **40%** through daily content creation for the company's Instagram and Facebook alongside [Construction2Style](#), formatting video footage and curating brand-aligned content
- Developed and executed social media marketing campaigns with [Construction2Style](#), achieving a **50%** increase in target audience reach
- Supported the successful execution of a week-long architectural photography shoot with renowned photographer [Tom Rossiter](#) by assisting with staging, styling, and administrative organization

### Spaulding Ridge

*Media/Accounting Coordinator Intern*

Chicago, IL  
May 2022-January 2023

- Analyzed **50+** employee accounts and implemented system programming adjustments to optimize data collection accuracy by **10%**
- Improved data integrity by **25%** through proactive discrepancy identification and resolution with HR, ensuring accurate payroll and benefits administration
- Partnered with financial marketers to analyze existing marketing campaigns, identifying **12%** in budget optimization opportunities and aligning marketing efforts with strategic objectives

### NECC NIU Huskie Gaming Esports

*President, Event Planner, Competitive Coordinator, Streamer, and Editor*

Dekalb, IL  
August 2021-January 2023

- Developed data-driven competition schedules and strategic team planning, boosting team performance by **40%** in tournaments.
- Produced and promoted esports content for the university's **Twitch and YouTube**, generating **5,150** unique viewers and growing channels by **43%** in tournaments.
- Managed event logistics and marketing strategies for the esports club, ensuring smooth execution and **92%** attendee engagement for **180 participants**

## SKILLS

*Design - Proficient in Copywriting, HTML, CSS, Web Design, Graphic Design, Canva, Adobe Photoshop, Illustrator, and InDesign*  
*Technical - Microsoft Office, Google Suite, Canva, Hootsuite, and Adobe Creative Suite*

- *Advanced Advertising/Marketing Knowledge in Social Media and Google Analytics*
- *Advanced Proficiency in TikTok, Instagram, Twitch, YouTube, X, Davinci, and Cap Cut*