

BROOKE MORGAN

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PROFESSIONAL SUMMARY

Dynamic media professional with five years of experience in media production, creative marketing, and digital strategy, driven by a passion for storytelling. Skilled in crafting impactful campaigns, producing content that merges creativity with technical expertise, and optimizing digital platforms for audience growth. Known for fresh ideas, collaborative leadership, and thriving in fast-paced environments. Experienced in film, gaming, and entertainment trends, focusing on innovative storytelling and meaningful engagement.

EDUCATION

University of Illinois at Urbana-Champaign

Bachelors of Science in Media Studies/Digital Technology, Minors in Communications and Marketing

Champaign, IL

May 2024

- GPA: 3.98/4.00

PROFESSIONAL EXPERIENCE

Integro Builders LLC

Media Content Coordinator Intern

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

College of Media, University of Illinois, Urbana-Champaign

Production Coordinator Assistant

Champaign, IL

January 2023 – September 2024

- Enhanced project workflow efficiency by **30%** by assisting in the coordination of multiple media projects, ensuring all deadlines were met and resources were utilized effectively.
- Maintained accurate production schedules and documentation, managing data entry that contributed to a **25%** reduction in scheduling errors and improved communication among team members.
- Organized and prepared materials for **10+** shoots and events, contributing to the successful execution of activities that achieved an **85%** satisfaction rate among participants.

Spaulding Ridge

Media/Accounting 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.

RELEVANT EXPERIENCE

Spaulding Ridge

Administrative Assistant

Chicago, IL

March 2021 – May 2022

- Supported daily operations and assisted a high-performing team of **50+** by streamlining administrative processes, including data entry into tracking software and transcribing meeting notes for clarity and efficiency.
- Enhanced file management and developed a systematic approach to archiving artwork and production files, improving access and accuracy by **20%**, which bolstered team collaboration and project success.

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

Director of Marketing and Community Relations

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.
- Created high-quality marketing videos to promote major esports events like the Illini Esports Invitational, reaching an audience of over **700** participants

SKILLS

Skills: Production Tracking Software | Project Management Tools | Data Entry & File Management | Script Coordination | Meeting Coordination | Event Preparation | Graphic & Web Design (HTML, CSS, JavaScript) | Copywriting | Adobe Creative Suite | Microsoft Office | Google Workspace | Hootsuite | Google Analytics | Social Media Proficiency (TikTok, Instagram, Twitch, YouTube, X, CapCut) | Visual Design.

Soft Skills: Organization | Time Management | Multitasking | Resourcefulness | Problem-Solving | Adaptability | Attention to Detail | Collaboration | Communication