

Channing Morris

ATLANTA > DALLAS > D.C. > DENVER
SOCIAL MEDIA MAVEN
ORGANIZER EXTRAORDINAIRE
& MUSIC CONSUMER

EXPERIENCE

Content Management Coordinator // *Placewise Media* // March 2013 to Present // Denver, CO

Summary: Lead on Retail Restructure project. The goal is to structure and cleaning up existing system data to streamline our work-flow. Work with developers to build and test a data merging program. Create and manage connection between internal data and 3rd party location. This data is used to connect deals to geographic locations in Shoptopia site and app. Post Facebook content to mall websites and Shoptopia. Test and report bugs for Shoptopia. Participate in blogger writer program writing about style, tech, beauty and lifestyle articles for Shoptopia and mall sites.

Blogger - Founder // *Blue Mountain Belle* // June 2012 to Present // Denver, CO

Summary: Created lifestyle blog, Blue Mountain Belle, focusing on music, style, technology and travel. Utilize Facebook, Twitter, Pinterest, and Tumblr to grow reader base. Work with BufferApp to plan, schedule and analyze social media accounts. Use Google Analytics to monitor blog stats and improve SEO strategy. Employ use of content calendar to organize daily posts, social media, and marketing campaigns. Work with affiliate programs such as rewardStyle to monetize the blog. Connect with local brands and startups to promote their business through blog post and giveaways. Blue Mountain Belle averages 3,400 monthly visitors, with over 34,978 total views.

**Brokerage Assistant // *Jones Lang LaSalle* // July 2010 to December 2012 // Denver, CO
July 2010 to May 2012 // Washington, DC**

Summary: Headed the Government Investor Services (GIS) proposal production. Streamlined process and oversaw quality control of physical and electronic proposal submissions for multi-million dollar government leases. Initiated and managed social media platforms to position GIS as the thought leader in Government Brokerage. Coordinated team's presence on LinkedIn and Twitter as a means of marketing and to boost GIS's SEO rankings. Assisted in the creation and revamping of print marketing pieces and team website by coordinating with both local and national marketing members. Used InDesign, Photoshop and/or Illustrator to design print marketing including brochures, amenity maps and owner books. Created, managed and schedule ExactTarget (HTML) email blast for properties and events. Worked with brokers to restructure processes and improve communication with marketing department and accounting. Created forms and techniques to improve deal tracking system and accounting data entry. Responsibilities also included, coordinating and tracking statistics of e-mail blast, researching and creating touch pieces displaying market trends as well as booking and coordinate all travel, meeting locations, catering and transportation.

EDUCATION

Southern Methodist University // May 2010 // Dallas, TX

B.A. in Philosophy with Minor in Photography

Cox Summer Business Institute // June 2009 // Dallas, TX

Month-long business certificate program for non-business majors, mastered basics in accounting, finance, marketing, operations, economics, entrepreneurship and business law

SKILLS

Microsoft Office for Windows and Mac OS X

Blogging platforms: Wordpress and Tumblr

Social Media: Twitter, Facebook, Pinterest, Instagram and Vine

Adobe Creative Suite CS6, Photoshop, InDesign, Illustrator & Dreamweaver

Photoshop, certificate from Visual Persuasion Classes 2013

InDesign, certificate from Sterling Ledet & Associates Training 2013

HTML, XHTML & CSS, certificate from ONLC Training 2013

Google Analytics and Google Adwords

ACTIVITIES

Photography (film & digital), concerts, traveling, skiing, hiking, climbing and technology

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