

# Channing Morris

ATLANTA > DALLAS > D.C. > DENVER \* LOGIC DRIVEN DATA LOVER  
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## EXPERIENCE

### **Product Manager // *Placewise Media* // February 2014 to Present // Denver, CO**

- Owner of RetailHub, our proprietary content management system for internal and client use.
- Coordinate priority of all bugs and feature request for RetailHub, using JIRA in a Agile development environment.
- Define product road-map, wire-frames, user stories and work-flows for merger of three back-end data systems into the next generation of RetailHub. Develop and maintain documentation with Atlassian Confluence.
- Train and work with account team to improve back-end administrative tools and maintain good data integrity.
- Oversee and manage national retailer promotion content for over 300 shopping center websites as well as 300 sites that utilize our Deal Feed API.
- Increased national retailer deal collection by 70% from 2013. Posting over 20,000 deals for over 1.5 million retail locations.
- Point of contact for API clients and national retailer contacts to improve services and ensure proper deal delivery.
- Manage off-shore data entry team that curate national retailer deals to post across our shopping center network.
- Drive planning and implantation of major shopping events across website network coordinating with clients, creative team and development to execute.

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

- Initiate the Retail Restructure project who's goal was to structure and clean up existing system data to streamline work-flows. Worked with developers to build, test and implement a data merging program.
- Created and manage connection between internal data and 3rd party location data used to connect deals to geographic locations in Shoptopia app and website.
- Worked with Retailegence API to improve product search capabilities and experience within Shoptopia platform.
- Participated 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**

- 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 affiliate programs such as rewardStyle to monetize the blog. Use Google Analytics to monitor blog stats and improve SEO strategy.

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

- 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.

## 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

Basic SQL and database structures

Adobe Creative Suite CS6, Photoshop, InDesign & Dreamweaver

SQL, HTML, CSS

## ACTIVITIES

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