

Morgan Buchholz

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Dynamic marketing professional with a background in branding, digital content creation, and social media strategy. At Einstein Industries, I've led branding initiatives, designed engaging visuals, and developed compelling copy to enhance brand visibility and user engagement. My experience spans from crafting high-impact marketing materials to optimizing social media content that drives traffic and audience growth. I thrive in a fast-paced environment where I can merge creativity with data-driven insights to deliver strategic marketing solutions.

EXPERIENCE

Einstein Industries, Remote – *Designer II*

JUNE 2024 - PRESENT

- Spearhead branding initiatives, enhancing brand visibility and user engagement
- Create infographics and illustrations to improve content digestibility and brand storytelling
- Develop and execute social media campaigns, ensuring brand consistency and increasing organic reach and traffic
- Oversee internal process improvements, collaborating with executive teams to refine internal communication processes

Einstein Industries, Remote – *Designer I*

JUNE 2023 - JUNE 2024

- Maintained and optimized clients' website designs, improving user experience and engagement.
- Designed brand identities, delivering creative solutions aligned with marketing objectives
- Developed social media content, driving increased audience interaction and brand awareness
- Met with executive team members to review, update, and improve internal tools

Einstein Industries, Remote – *Writer II*

NOV 2022 - JUNE 2023

- Created compelling marketing copy across digital platforms, ensuring cohesive messaging and brand consistency
- Collaborated with cross-functional teams to enhance content strategies, optimizing on-page SEO for improved search rankings
- Developed training materials for internal teams

Einstein Industries, Remote – *Writer I*

NOV 2022 - NOV 2021

- Produced high-quality, engaging copy, exceeding daily word goals while maintaining brand voice and messaging integrity
- Conducted in-depth research on complex topics to craft accessible and informative content for broad audiences

- Collaborated on content planning initiatives, contributing to marketing strategies and audience engagement efforts

N2 Publishing, Remote – *Editor & Jr. Editor*

JUNE 2020 - JAN 2022

- Maintained and coordinated writing and advertising schedules, ensuring deadlines and projects were completed on time
- Led interviews and contributed high-impact articles, boosting readership and engagement.
- Proofread, revised, and reworked the 40-page publication, enhancing content quality and readability, which led to increased engagement and readership

Freelance, Remote – *Writer & Designer*

JUNE 2019 - JUNE 2020

- Developed original content ideas, increasing audience reach and engagement
- Conducted interviews and crafted compelling features for targeted readership growth
- Maintained and promoted brands through web and graphic design

Elevator Entertainment, Nashville, TN – *Digital Manager*

JULY 2017 - JULY 2028

- Increased social media following by 50 percent in two months through targeted marketing strategies
- Managed brand positioning for artists, aligning content with industry trends and audience preferences
- Leveraged data analytics to set performance goals and refine marketing strategies

Webster PR, Nashville, TN – *PR & Promotions Intern*

SEPT 2014 - MARCH 2015

- Led and coordinated intern teams, optimizing workflow and achieving marketing objectives
- Developed PR scripts and media pitches, increasing media placements and audience reach
- Edited and refined press releases to enhance brand storytelling and message effectiveness

EDUCATION

Kansas State University, Manhattan, KS – *B.S. in Journalism and Mass Communications*

AUG 2009 - MAY 2014

Kansas State University, Manhattan, KS – *B.S. in Psychology*

AUG 2009 - MAY 2014

STRENGTHS & COMPETENCIES

Figma | Adobe Creative Suite | Canva | Gigapixel & Midjourney | Google Analytics & Facebook Ad Manager | Project Management | Content Creation & Copywriting | Digital Marketing & Social Media | Brand Strategy & Management