

Morgan Palmer

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ABOUT ME

Motivated MS in Marketing Candidate and marketing professional, with a strong foundation in social media management, client engagement, and business strategy. Experienced in developing and executing multi-channel campaigns and enhancing customer relationships through hands on internships and leadership roles.

EDUCATION

University of Arizona, Eller College of Management

Tucson, AZ

Master of Science in Marketing

Expected May 2026

Bachelor of Science in Business Administration

May 2025

RELEVANT COURSEWORK

Master's Coursework: Social Media Marketing, Pricing and Tactics, Statistics, Market Based Management

Undergraduate Coursework: Business Management, Accounting, Finance, Economics, Entrepreneurship, Operations Management, International Management, Business Calculus, Business Communication

WORK & LEADERSHIP EXPERIENCE

Orange Slice Marketing

Anchorage, AK

Account Coordinator Intern

May 2025-August 2025

- Designed and executed 3 multi-channel campaigns, driving 700 plus participants
- Coordinated 4 marketing campaigns: managing content shoots, scheduling social posts, and emails
- Developed an internal process for client brand boards that led to more consistent brand identity

ShuzyQ Boutique

Anchorage, AK

Social Media Intern and Sales Associate

May 2022-January 2025

- Managed social media content strategy, boosting engagement and Instagram following by 140.
- Built and launched a new website (shuzyq.com) showcasing store hours, location, social media platforms, and pop-up booth inquiries, increasing in store foot traffic
- Delivered personalized customer service while collaborating with a 7 member team, contributing entrepreneurial ideas and maintaining accurate inventory records

Sherwin Williams

Anchorage, AK

Management and Sales Intern

June 2024-August 2024

- Led a recruiting project, developing strategies to attract employees and presented actionable recommendations to corporate leadership
- Strengthened sales and customer relationship management skills through direct client interactions and onsite shadowing of Sales Representatives
- Improved store productivity by mastering paint product knowledge and supporting efficiency

Eller Social Media Club

Tucson, AZ

Club Secretary and Club Member

August 2023-August 2024

- Administered bi-weekly emails with meeting reminders and summaries to keep members informed
- Analyzed and tracked attendance data to monitor club engagement throughout the year
- Maintained club documentation, including Statement of Eligibility forms, supporting efficient planning

SKILLS & ACTIVITIES

Skills: Tableau, META Business Suite, Social Pilot, Lightspeed POS, Canva, A/B Testing, Hubspot, SEO, Social Media brand management, Email marketing (Constant Contact and Mailchimp), Marketing campaigns

Activities and Awards: Eller Rising Professionals selected club member, SPARK Entrepreneurship club member, Eller Make a Difference Day volunteer, Ben's Bells volunteer, Junior Achievement Day volunteer, SPARK winning teams for Coca-Cola and UofA Campus Store competitions, Arizona Statewide Business School Case Competition selected participant, Dean's List Fall 2024