

Morgan Haynes

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EDUCATION:

The Pennsylvania State University - University Park, PA

Ex. May 2026

Donald P. Bellisario College of Communications

GPA 3.41

- B.A. Advertising
- Minor in Digital Media Trends and Analytics

DIGITAL MEDIA EXPERIENCE:

Strategic Communications Intern

July 2025 - PRESENT

College of Liberal Arts - University Park, PA

- Manage the Chaiken Center's Instagram by creating strategic content to engage current, prospective, and alumni.
- Write and publish feature stories highlighting student success for the College of Liberal Arts website, leveraging In-Depth Interviews, storytelling strategy, and multimedia integration; promote features across social media to increase engagement and visibility.

Director of Client Relations

May 2025 - PRESENT

Happy Valley Communications - University Park, PA

- Lead client acquisition efforts, overseeing the entire process from initial outreach and interest evaluation through onboarding and ongoing relationship management.
- Develop and send monthly client newsletters on MailChimp, gather and evaluate feedback, and strengthen relationships to enhance retention and long-term satisfaction.
- Conduct mid-semester check-ins with clients to ensure satisfaction with the quality of deliverables.

Marketing and Operations Intern

May 2025 - Aug. 2025

More Canvas Consulting

- Create social media content from the initial concept, graphics, copy creation, and scheduling using the Meta Business Suite.
- Execute client website updates, including copy revisions, promotional material, and imagery enhancements.
- Conduct in-depth research on event spaces, Meta Business guidelines, and sponsorship opportunities to support client-specific marketing initiatives.

Social Media Intern

Sept. 2024 - Dec. 2024

College of Health and Human Development - University Park, PA

- Worked closely with the social media department on creating content to promote undergraduate recruitment in the College of Health and Human Development.
- Analyzed social media metrics and provided reports on campaign performance and audience insights.
- Lead an initiative to promote student mental health and wellness, reaching an average of 5,289 people.

Account Executive

April 2024 - Dec. 2024

Happy Valley Communications - University Park, PA

- Lead a team of account associates and oversee content creation, research, outreach, social media presence, collaborations, and brand awareness.
- Cultivate strong, trusting relationships with our client through regular communication, understanding their needs, and providing solutions tailored to their goals.

SKILLS

- Digital Content Creation
- Brand voice development & consistency
- Campaign planning & execution
- Client communication & relationship management
- Social analytics dashboards
- Proficient in Hootsuite and Meta Business Suite
- Microsoft Excel Certified
- Asana & Notion project management

ACHIEVEMENTS AND CERTIFICATIONS

Bellisario College of Communications Scholarship

Aug. 2022 - PRESENT

Outstanding Assistant Account Executive

April 2024

Girl Scout Silver Trefoil Award: 100 Hours of Service

2021