

MORGAN HIGHTOWER



Creative and data-driven Content Marketing Specialist with 8+ years of experience creating and managing compelling digital content across email, blog, and social media platforms. Skilled in planning, writing, and executing email campaigns that engage segmented audiences and drive measurable results. Strong background in brand voice development, marketing automation, and multichannel strategy, with a focus on storytelling that converts.

PORTFOLIO LINKS [ONLINE] [PDF]

RIGHT TO WORK

- UNITED STATES
- SPAIN

EDUCATION

MASTER OF ARTS MARKETING

Hult Int'l Business School
London, UK

BACHELOR OF ARTS BUSINESS + COMMUNICATIONS

Double Major
Queens University
Charlotte, NC

CERTIFICATIONS

EMAIL MKTG INBOUND MKTG CONTENT MKTG SOCIAL MEDIA MKTG SEO

HubSpot Academy

STRENGTHS

- Positive Attitude
- Accountable
- Clear Communicator
- Detail Oriented
- Organized
- Collaborative
- Problem Solver
- Quick Study
- Results-Driven
- Creative + Analytical

EXPERIENCE

DIGITAL MARKETING SPECIALIST

MH MKTG | Freelance | 2018 - Present

- Plans and executes email campaigns to boost open rates, CTR, and conversions.
- Writes and schedules newsletters, promos, and automations through various email service providers.
- Creates SEO-friendly blogs, landing pages, and lead magnets for full-funnel content.
- Tracks campaign metrics and adjusts strategy based on performance.
- Maintains brand voice across email, web, and social platforms.

MARKETING MANAGER

Seattle Sailing Club | Contract | 2024 - 2025

- Created weekly email campaigns for classes, sales, and events in Constant Contact.
- Boosted open rates by 27% through testing and list segmentation.
- Built seasonal content calendars and aligned messaging across platforms.
- Analyzed campaign data and presented insights to leadership.
- Supported member engagement through timely and targeted content.

DIGITAL MARKETING SPECIALIST

Content Haus | Contract | 2020 - 2023

- Wrote email, blog, and social content for multi-channel campaigns.
- Designed email templates and visual assets in Canva and Adobe Creative Suite.
- Supported automation workflows and lifecycle content strategy.
- Created SEO-driven blog posts and digital ads.
- Ensured brand alignment across all touchpoints.

SKILLS

Email Marketing & Automation

- Campaign Planning
- Segmentation & List Management
- A/B Testing & Analytics
- Content Strategy & Copywriting

Client Communication & Collaboration

- Client-Focused Strategy
- Cross-Functional Collaboration
- Creative Briefing + Brand Consistency
- Presentation & Reporting

Blog Writing & SEO

- Brand Voice & Messaging
- Long-Form Content / Lead Magnets
- WordPress / CMS / HubSpot

Design & Platforms

- Canva / Adobe Creative Suite
- Social Media Management
- Landing Page Design
- Google Analytics