

Morgan Roux

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Objective

As a postgraduate intern, I am eager to apply my undergraduate skills and knowledge, collaborate with forward thinking mentors, share in the creative process, and deepen my understanding of public relations and communications according to the latest business trends.

Education

Endicott College, Beverly, MA

June 2025

Bachelor of Science in Marketing, Communications, and Advertising

Relevant coursework: Computer Graphics, Introduction to Photographic Imaging, Introduction to Business, Advertising Fundamentals, Promotional Writing, Public Relations, Strategic Media Planning, Campaign Planning, Marketing, Research Methods, and Business Negotiation.

Westford Academy, Westford, MA

June 2021

Internships

Power Move Marketing, Remote

May 2022- August 2022

While learning alongside this Women founded social media marketing company, I assisted with content creation, managing social media accounts for individual businesses, media upkeep and organization, and influencer marketing.

Social Media Startup at Max's Country Golf, Tyngsboro, MA

May 2023- August 2023

Redeveloped a fresh social media presence by creating content, featuring weekly staff favorites, feature new products, and share promotions.

Lisa Baker Associates, Andover, MA

September 2024- Current

A full time semester long internship at a women owned marketing company. Learning to navigate copywriting, social media management and client and industry research.

Projects

Westford Academy Photography

May 2021- June 2021

Coordinated and conducted individualized photoshoots featuring post-graduation intentions for dozens of graduating seniors. Managed an Instagram account highlighting individual students and their accomplishments. Also ran Westford Academy Athletics social media accounts, photographed and produced content.

National Student Advertising Competition (NSAC)

Fall 2024

Semester-long group project where we took *Tide*, a real case study, and turned it into a full comprehensive campaign. My role consisted of social media content, video commercial brainstorm, prop design and organizing and interviewing the different target audiences.

Skills/ Tools

- Effective leader, strong interpersonal and collaborative skills, creative, innovative, and tenacious.
- Familiar with Adobe, Canva, Wix, Instagram, Facebook, Tiktok