

Morgan Roux

Marketing and Communications Professional • Westford, MA • morganroux03@icloud.com • 978 501 5472

SUMMARY

Marketing and communications professional with experience supporting brand growth through digital marketing, content creation, and campaign execution. Strong background in visual storytelling, brand consistency, and cross functional collaboration.

EDUCATION

Endicott College, Beverly, MA — Bachelor of Science in Marketing Communication and Advertising, May 2025

EXPERIENCE

DIY Drinkware Marketing and Events Coordinator

Danvers, MA • May 2025 to Present

- Lead digital marketing across social, email, and web to support brand visibility and engagement.
- Manage website updates, UX improvements, and maintain consistent brand presentation.
- Conduct industry and competitor research to support outreach and partnership strategy.
- Develop branded product kits and event materials to support customer acquisition.

Lisa Baker Associates Marketing Intern

Andover, MA • Sep 2024 to Dec 2024

- Supported multichannel campaigns through copywriting, email creation, and social content.
- Conducted consumer and competitive research to support brand and messaging strategy.
- Collaborated with senior marketers on campaign development and execution.

Max's Country Golf Advertising Intern

Tyngsboro, MA • May 2023 to Aug 2023

- Created branded social content supporting a new product launch.
- Assisted with visual assets and promotions to increase customer interest.

Power Move Marketing Marketing Intern

Remote • May 2022 to Aug 2022

- Developed creative concepts for organic social campaigns.
- Conducted trend and competitor research to support campaign planning.
- Supported influencer outreach and content coordination.

SKILLS

Marketing and Communications: Content Creation, Social Media Management, Email Marketing, Copywriting, Brand Messaging, Influencer Support, Market Research

Tools and Platforms: Adobe Creative Cloud, Canva, CapCut, Mailchimp, Wix, Google Workspace, Monday.com, Hootsuite

Professional: Client Communication, Project Coordination, Cross Functional Collaboration, Visual Storytelling