

JOSEPH MORGAN

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Marketing Strategist, Experience Designer, Photographer

A creative marketing leader with 13+ years of experience helping brands and non-profit organisations reimagine their brand strategy, develop effective marketing campaigns and design award winning digital platforms. I've been honored to work across the globe with brands such as Nike, Levi's, Caterpillar, Visa, World Food Program and Team GB from London 2012 to Rio 2016 Olympic Games. A problem solver by trade and a creative at heart, I pride myself on combining consumer understanding and industry insight with business acumen to provide highly effective strategies and innovative brand experiences

EXPERIENCE

ACCOUNT DIRECTOR - AKQA, San Francisco | January 2016 - October 2020

AKQA is an international marketing agency that is ranked by Gartner as the global leader in digital marketing. As a Client Director, I am a trusted and strategic marketing consultant working with clients to develop brand strategies, marketing campaigns and customer experiences that capture the imagination, grow market share and build customer loyalty. I am passionate about my clients' business and have a thorough understanding of industry and consumer trends. I managed eight-figure marketing budgets and multifunctional agency teams of 5-15 employees at any one time. During my time at AKQA, I had the pleasure of working for brands and organisations such as:

- **VSCO** - Established the lifecycle marketing strategy in partnership with the CMO through a data-driven approach to optimise the end-to-end customer journey that led to an increase in platform adoption, user engagement, retention and paid membership.
- **Levi's** - Designed the global loyalty program for Levi's and developed innovative omni-channel customer experiences to drive business growth, brand favourability and brand loyalty.
- **Caterpillar** - Developed the global brand strategy and omni-channel marketing campaigns that led to an increase in brand awareness, brand perception, brand favourability and propensity to buy.
- **Visa** - Activated Visa's sponsorship of the Rio 2016 Olympics with a global experiential campaign in partnership with Uber and developed a real-time multi-market social media campaign involving sponsored athletes and global influencers that drove an increase in brand awareness and brand favourability.

DIGITAL MARKETING MANAGER - Team GB/British Olympic Association, London | July 2011 - December 2015

The British Olympic Association is the National Olympic Committee for the United Kingdom. As the Digital Marketing Manager I was responsible for developing, delivering and managing the marketing strategy across the organization from London 2012 to Rio 2016 Olympic Games. With minimal budgets and resources, I was able to deliver impressive returns against six key business objectives:

- Created the brand strategy and omni-channel marketing campaigns to drive fan engagement, brand value and sponsorship.
- Developed and managed the social media and CRM strategy, leading to an audience increase from 50,000 to 3.2 million.
- Designed and built an award winning website and mobile app which resulted in a 20x increase in traffic.
- Managed a content team that delivered news, live sporting action and lifestyle content across 35 different sports to our channels.
- Developed sponsorship campaigns and experiences for our commercial partners such as Panasonic, Visa, Nissan and Adidas.
- Generated seven-figures in revenue from sponsorship of owned digital/social channels. 10x ROI from marketing spend.

SENIOR DIGITAL STRATEGIST - Forever Beta, London | February 2011 - June 2011

Executed the strategic development of the cricket sponsorship activation for Kingfisher Beer to drive awareness and purchase intent.

ACCOUNT MANAGER - Maynard Malone, London | July 2010 - January 2011

Managed the development team responsible for the design, build and on-going activations of the Ben and Jerry's UK website.

ACCOUNT EXECUTIVE - Euro RSCG / Havas, London | Feb 2009 - July 2010

Led the development of digital and social PR campaigns for brands such as Diageo, Peugeot and Procter & Gamble.

MARKETING MANAGER - Burnham Beeches Hotel, UK | 2008 - 2009

Drove a 505% YOY increase on bookings through omni-channel marketing campaigns and redesigning the customer experience.

EDUCATION

BACHELOR OF SCIENCE - Digital Media and Marketing - 1st Class Honors (4.0 GPA EQV.)

University of Portsmouth, UK | 2005 - 2009

Final year project awarded the prestigious 'Apple Award' for innovation.