

JOSEPH MORGAN

P: +1 415 816 2252

E: joe.morgan@me.com

W: mrjoemorgan.com

A: 2670 Bush St. San Francisco

Marketing Strategist, Experience Designer, Business Leader

A creative marketing leader with 15+ years of experience helping brands and non-profit organizations 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, UN World Food Program USA and the Olympics.

EXPERIENCE

FREELANCE MARKETING CONSULTANT, Remote. | January 2022 - Present

Working with leaders across start-ups, nonprofits and agencies to develop growth strategies, build effective teams + drive positive change.

SNR DIRECTOR, MARKETING - UN WORLD FOOD PROGRAM USA, Remote. | January 2021 - December 2021

The United Nations World Food Programme (WFP) is the world's largest humanitarian organization fighting hunger and famine.

Reporting into the CMO, my role was to build awareness and support within the US market to raise over 8 figures in donation revenue.

- Optimized and grew high opportunity programs and cut inefficient spending to end FY21 with an average ROI of 3.4:1 for the entire department, improving on the 0.69:1 from the previous financial year (4x increase).
- Achieved a 65% increase in revenue YOY, beating targets by over 150%.
- Managed the digital advertising strategy with 7 figure budgets across Social, Search, Display, Native, TV and Radio. Averaged a ROAS of 2.7 across the board for FY21.
- Grew the team from 6 to 18 FTE in just 8 months, building internal talent and shifting away from reliance on agencies.
- Developed an enhanced data strategy providing automated marketing analysis, attribution modeling & predictive rev forecasting.
- Led the development of website UX improvements that saw a 176% increase in conversions.

ACCOUNT DIRECTOR - AKQA, San Francisco | January 2016 - December 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 managed eight-figure marketing budgets and multifunctional agency teams of 5-15 employees at any one time. My work at AKQA included:

- **VSCO** - Established the lifecycle marketing strategy in partnership with the CMO through a data-driven approach to optimize 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 favorability 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 favorability 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 favorability.

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

Responsible for the marketing strategy that = 20x increase in traffic, 65x increase in online audience and 10:1 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.

EDUCATION

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

University of Portsmouth, UK | 2005 - 2009