

MORGAN EVANS

MBA, SCA



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EDUCATION

Masters of Business Administration

LSU Shreveport

March 2020 - October 2021

- GPA: 3.8/4
- Marketing concentration. Other courses focused on operations, finance, and organizational strategy

Bachelor of Science in Integrated Marketing Communication

Winthrop University: Rock Hill, SC

May 2019

- GPA: 3.7/4, Magna Cum Laude
- Awards and Honors: Life Scholarship recipient, Dean's List all semesters, Marilyn S. Sarow Outstanding Senior in Integrated Marketing Communication, Magna Cum Laude graduate and membership in Order of Omega, Alpha Lambda Delta, Alpha Delta Pi's Academic Honor Society, and Kappa Tau Alpha
- Served on the Dean's Advisory Council for the Department of Mass Communication

RELEVANT WORK EXPERIENCE

Salesforce & Marketing Administrator

Domtar

September 2019 - Present

- Serve as co-admin of Salesforce CRM and sole admin of marketing-related tools (Pardot)
- Gather requirements from stakeholders, design, build, test, train users (including the creation of supplemental documentation), and implement solutions on Salesforce
- Provide support to pulp, paper, EAM, EAPP, packaging and marketing users for Salesforce and Pardot for Domtar and other Paper Excellence companies
- Work directly with manager and team members to oversee/review solution designs to ensure system architecture is upheld
- Prepare team and update Salesforce environment for Salesforce quarterly releases
- Manage the team's bi-weekly releases for internal project delivery and system enhancements
- Maintain Salesforce CRM health and security needs to align with Salesforce's standards
- Designed and managed system reorganization structure to align with business post-acquisition changes to allow for sales integration capabilities
- *Implementations managed:* Social Studio tool, Datorama tool, Packaging customer and suppliers, EAM quality claims, EAPP trials, Paper Excellence soft-integration for both paper and pulp
- *Key efforts/projects:* Pulp Agent Portal for external users, Pulp Care Form implementation, Pardot Database Audit, Pardot Scoring and Automatic Grading, Paper Leads (MQL) , Pulp Customer Onboarding, Pulp Incremental Opportunity tracking, CSI Form, Paper Price Quoting and Letter Distribution, Account Reassignment Process, weekly update reports for various business segments

Marketing Specialist

Orbis, Inc.

June 2019 - August 2019

- Define, develop and execute an annual strategic marketing plan through gathering and analyzing market research data
- Plan and execute online/external initiatives to reach the target audience
- Collect data on market competitors and common market practices
- Create and manage print and digital assets to ensure creative alignment

Data Analytic Marketing Intern

CCP Web Design Studio

October 2018 - April 2019

- Utilized various CRM outlets to create a customer-specific marketing automation experience
- Published content on websites for clients using website builders like WordPress
- Freelance writing for articles and blogs for clients

Marketing and Design Associate

Winthrop University: Career Center

September 2018 - May 2019

- Conceptualized, planned, and executed rebranding and reintroduction on various social media platforms, such as Twitter, Instagram, and Facebook
- Created original content for digital and print advertising

Marketing and Communications Intern

Piedmont Medical Center: Marketing Department

January 2018 - May 2018

- Created original content for digital and print advertising for various events and announcements
- Assisted with organizing media events with news outlets, patients, and caregivers

PROFESSIONAL SKILLS

Software/ SaaS: Adobe Photoshop, Adobe Illustrator, Canva, Microsoft Office Suite, Pardot/Account Engagement, Salesforce CRM, Social Studio (retired), Datorama

Other Skills: Web and Print Design, Marketing Automation, Communication, Content Writing, Advertising, Email Marketing, Organization, CRM/Data Management

Certifications: Salesforce Associate, Salesforce Administrator (SCA), Datorama Data Canvas Fundamentals, Datorama Platform Admin Fundamentals, Google Analytics for Beginners, YouTube Channel Growth and Content Ownership

Salesforce Superbadges: Admin Super Set (Lightning Experience Reports and Dashboard Specialist, Security Specialist, Business Administration Specialist)

Local Involvement: Salesforce Charlotte Admin Group (member; May 2023 guest speaker), presenter at Winthrop University (November 2022, January 2023)