

# MORGAN MABEE

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## EDUCATION

Michigan State University, East Lansing, MI

May 2025

### Bachelor of Arts in Advertising Creative

- Consecutive Dean's List, Fall 2021 – Spring 2025, Communications, Arts, and Sciences Study Abroad Scholarship, and MSU Federal Credit Union Scholarship

American University of Rome, Rome, Italy

### A 'la Mediterranean Advertising & Public Relations Study Abroad

May – June 2024

## EXPERIENCE

Charleston RiverDogs

Apr 2026 – Sep 2026

### Social Media Intern | Charleston, SC

- Created photo, video, and graphic content for an MiLB organization across social media platforms, producing 40+ pieces of content per week that increased engagement by 177%.
- Covered home games, promotional events, and community initiatives by capturing real-time content that helped expand audience reach to 7M+ impressions.
- Collaborated with the marketing and promotions teams to execute digital campaigns that supported ticket sales, sponsor activations, and fan engagement.
- Edited short-form video content using CapCut and Adobe Premiere Pro, increasing average video views by 150%.
- Supported the rollout of a new Sysco partnership through strategic media storytelling, employee highlights and outreach, and creating branded content that increased sponsor recognition.
- Managed influencer marketing initiatives by coordinating creator partnerships, distributing PR packages, and facilitating ticket exchanges to expand brand reach.
- Worked cross-functionally across the organization to assist with marketing efforts, game-day execution, community events, and operational tasks while gaining a comprehensive understanding of sports business.

United Way for Southeastern Michigan

Jun 2025 – Sep 2025

### Social Media Intern | Detroit, MI

- Monitored platform analytics and recommended content adjustments to improve performance and engagement.
- Developed content highlighting local nonprofit partners, strengthening community engagement and expanding awareness of outreach programs.

Red Cedar Lodge Senior Living

Sep 2024 – Apr 2025

### Receptionist | East Lansing, MI

- Managed front desk operations while serving as the primary communication hub for residents, families, and staff.
- Resolved resident and guest inquiries while maintaining accurate records and administrative documentation.

The Corner Bar & The Yard

May 2023 – Apr 2026

### Server & Bartender | Ferndale/Detroit, MI

- Delivered high-quality service for 40 tables per shift in a fast-paced restaurant, maintaining accuracy during peak operating hours.
- Collaborated with the service team to prioritize needs, resulting in efficient table turnover and positive customer experiences.
- Trained new employees on restaurant procedures and customer service standards, improving onboarding efficiency.

New Heights & Southfield Nutrition

Jan 2020 – Sep 2020

### Social Media Manager & Barista | Southfield, MI

- Launched and grew social media presence from the ground up, developing content strategies that established brand identity and increased local customer engagement.
- Captured photo and video content that increased audience interaction by 75% and supported business growth.

## LEADERSHIP & ACTIVITIES

Sigma Delta Tau, Beta Beta Chapter

Sep 2021 – May 2025

Cannes Lions International Festival of Creativity, Student Delegate

2024

## SKILLS

Adobe Illustrator, Photoshop, InDesign, Premiere Pro, Canva, Sprout Social, Basic HTML