

# Morgan Nugent

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Chicago-based Digital Marketer and Illustrator with expertise in social media strategy, SEO, and brand storytelling. Proven ability to increase engagement by 20% and drive revenue growth through data-driven campaigns. Passionate about blending creativity and analytics to build inclusive, engaging brands.

## EXPERIENCE

### Digital Marketing Specialist

*Hex Appeal Hair Studio – Chicago, IL  
(January 2025 – Present)*

- Increased **follower growth by 20%** and **engagement rates by 15%** across Instagram, TikTok, Facebook, LinkedIn, and Bluesky within one month.
- Launched the **TRANSaction Fund**, creating an online application system and donation **outreach strategy**, resulting in the first scheduled TRANSaction haircut.
- Optimized website for **SEO/organic engagement**, improved UI design, and rebranded the salon's logo to strengthen brand identity.

### Graphic Designer

*Nowhere Collective – Chicago, IL  
(September 2024 – December 2024)*

- Designed engaging Canva graphics for seasonal events, **boosting attendance**
- Streamlined three landing pages into one website, **reducing user navigation time**
- Created cohesive **graphics** for email signatures, social media, and promotions, ensuring brand consistency.

### Social Media Team Intern

*Crook & Folly – Chicago, IL  
(January 2024 – June 2024)*

- Led a **brand aesthetic refresh**, increasing Instagram engagement by **15%** and event attendance by **20%**.
- Managed all aspects of Crook & Folly's Instagram, including **content creation**, direct message responses, and event promotions.

## PROJECTS

[Morgan-shae.com](#)—*Personal Branding Project (February 2025)*

- Designed and launched a personal website, driving a **25% increase** in traffic through **SEO optimization** and social media integration.

**Roggenart Cafe & Bakery**—*Cold Foam Product Launch (December 2024)*

- Pitched the idea of a new product, led the rollout, resulting in Strawberry Cold Foam Matcha now being the **#2 bestseller**.

**The Kennedy**—*Community Coffeehouse Nonprofit (January 2024)*

- Founded a community coffeehouse event, attracting **80-100 attendees** and raising \$300 for PCRF, a donation then matched by Starbucks at a 1:1 ratio.

**TikTok Content Creation – 19K Followers (December 2020—May 2021)**

- Built a TikTok presence from scratch, creating engaging content that resonated with a niche audience.
- Grew the account to **19,000 followers** with a peak engagement rate of **12%**.

## **AzureLilyShop—Custom Clothing & Skateboards on Etsy (February—May 2021)**

- Achieved **300 sales** in 3 months, earning **\$14k** in profit and **Etsy Best Seller** status through targeted marketing and branding.

## **EDUCATION**

**DePaul University, Driehaus College of Business** – Chicago, IL

*Graduating March 2025*

**Bachelor of Science in Marketing**, Concentration in Digital Marketing

**Bachelor of Arts in Art**, Minor in Illustration

**Relevant Coursework:** Digital Marketing & Analytics, Consumer Behavior, Social Media, Analytical Sales

## **CERTIFICATIONS**

**Google Skillshop:** Google Analytics 4

**LinkedIn Learning:** Digital Strategy, Marketing Attribution, User Experience, Generative AI

## **SKILLS**

**Design:** UI/UX Design, Adobe Creative Cloud (AfterEffects, Illustrator, InDesign, Photoshop), Canva, Procreate

**Marketing Tools:** SEO, SEM, Social Media Strategy, Buffer, Bluesky, GA4, Google Business Suite, HubSpot, SEMRush, Sprout Social

**Technical Skills:** Python, Salesforce, Microsoft Office, CapCut, Tiktok