

MORGAN HENDRIX

• Austin, TX or Remote & Hybrid • 512.944.6686 • loudtallmarketing@gmail.com •

PORTFOLIO

www.loudtallmarketing.com | Loud Tall Marketing & Events

EXPERIENCE

Loud Tall Marketing & Events | Owner/Director of Marketing & Events | May 2022 – Present

- Owner of Loud Tall Marketing & Events, a successful freelance and consulting business offering a range of marketing services to clients in various industries.
- Offering 8+ years of experience in event production, brand and content strategy, sponsorship and partnership, social media and community management, email strategy, viral marketing campaigns, copywriting, content creation, hosting/moderating, and more.

Clients & Projects Include:

- **Le Petite Fete | Director of Sponsorships & Partnerships | May '22 - Present**
- **LA3C Festival by Penske Media Corp. | Marketing Manager | Oct '22 - Dec '22**
- **BookPeople and Iliza Shlesinger | Host for Live Audience Q&A Book Launch | Oct '22**
- **Fantastic Fest Film Festival | On-site Event Producer | Jul '22 - Sep '22**
- **Tudor x Korman Fine Jewelry Ranger Launch | Event Producer | Jul '22**

Favor Delivery (an H-E-B company) | Brand and Content Strategist | July 2021– May 2022

- Developed and implemented brand and content strategy for a fast-growing company in the delivery industry.
- Worked with various marketing teams to execute overall and individual campaigns.
- Created guidelines for a fluid brand that consistently evolves with consumers, media, and competition.
- Managed the Social Media Manager (reference available), promoted while under my management.

Synergis Creative @ Google Fiber | Marketing Manager | September 2020 – July 2021

- Partnered with Sales, Product, and Brand Leads to define, build, and launch integrated marketing programs.
- Served as a key point of contact for customer acquisition marketing programs and collaborated with cross-functional teams.
- Drove content and creative development, from brief development to creative execution.

Farmhouse Delivery | Brand Manager | April 2020 - September 2020

- Hired to develop and manage the startup Farmhouse Delivery brand and customer experience after a 300% growth due to COVID-19 outbreak.
- Increased email open rates by 22% and click rates by 6% in less than 60 days while sending targeted emails to an audience of 10,000+.
- Developed updated brand strategy and brand voice structure to retain audience growth and retention goals.

Alamo Drafthouse Cinemas | Marketing, Events, & PR Manager | July 2016 – March 2020 (Covid Layoff)

- Maximized market share across six Austin venues through marketing, PR, advertising, events, social management, and creative.
- Developed and executed multiple series, events, partnerships, and experiences for theaters nationwide.
- Managed all aspects of event marketing, including social media, email campaigns, partnerships, and sponsorships.
- Managed each venue's separate \$1M+ marketing budgets, overall budgets being upwards of \$10-15M
- Implemented social media strategies across all platforms. Grew Instagram followers by 150% from 8,000 to 20,000 in 2 years and launched the influencer program.

EDUCATION

Bachelor of Arts Film & Media Studies, Marketing (2014)

American University | 3.5 GPA

NCAA Div I Scholarship Athlete (Volleyball)