

# MORGAN HENDRIX

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## PORTFOLIO

[www.loudtallmarketing.com](http://www.loudtallmarketing.com) | Loud Tall Marketing & Events

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***Welcome to my resume! I've spent the last nine years managing chaos, insanity, and the occasional office parties. Wouldn't your company look great on this list?***

## EXPERIENCE

### **Loud Tall Marketing & Events | Owner | May 2022 – Present**

- Owner of Loud Tall Marketing & Events, a freelance and consulting business offering an eclectic range of marketing and event services based in Austin, Texas. Willing to work various time zones and travel.

### **Recent Clients & Projects Include:**

- **Le Petite Fete | Director of Partnerships | May '22 - Present**
  - Sponsorship & Press management for LPF's nation-wide Taylor Swift Dance Parties and Tay-Gate experiences. Currently averaging ~10 hours/week.
  - The most recent Arlington #TayGate experience saw 10,000+ attendees at our venue, Texas Live, between 3/31/23-4/2/23. We sold out of all on-site fan-made merch (~15 crates), utilized unique organic & paid advertising strategies to drive ticket sales, secured a featured segment for our team on WFAA's Good Morning Texas, and outsold the daily food & beverage revenue of the venue's Texas Ranger Opening Day F&B sales.
- **LA3C Festival by Penske Media Corp. | Marketing & Project Manager | Oct '22 - Dec '22**
  - Worked with Penske Media Corp to help produce and project manage for the LA3C Festival in LA Historic State Park headlined by Snoop Dogg, Lil Baby, K-Pop's Seventeen, and Maluma.
  - Handled website and social media content, artist and talent operations, large scale printing, credential creation, on-site signage, exhibit design, vendor management, scheduling needs, on-site operations, and many other on-site logistics.
  - This contract would be most applicable to trade show management & execution in other industries, minus Snoop Dogg.
- **BookPeople and Iliza Shlesinger | Host for Live Audience Q&A Book Launch | Oct '22**
  - Hosted and moderated a 30-minute Live Q&A for Iliza Shlesinger's new book, including a surprise reveal screening of her most recent standup special.
  - Having only been hired 24 hours prior to the event, I quickly read Iliza's entire book, because authors and audiences can always tell when you didn't read the book.
- **Fantastic Fest Film Festival | On-site Lead Event Producer & Host | Jul '22 - Sep '22**
  - On-site Lead Producer for Fantastic Fest included handling all run of show schedules, event budgets, overall operations, talent management, on-site activations, sponsorship requirements, ticketing process (including creating & hosting the entire ticketing boarding process), and assisting with off-site events, as needed.
  - Managed all operations and logistics for the contracted German Robotics team with their food & beverage cocktail robots, including the very popular Electric Chair Hot Dog Roaster and the elaborate "Prostate Hero" cocktail game.

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

- Developed and implemented brand and content strategy for our B2C and B2B audiences.
- Oversaw & project managed campaign execution amongst the CRM, Public Relations, Experiential, Partnerships & Sponsorships, Social Media (Organic & Paid), and Creative teams. Very focused on maximizing partnership potential and streamlining cross-promotional efforts amongst teams.
- Awarded the co-worker nominated and voted award for "Own Your Sh\*t" in December 2021.
  - "Morgan is the queen of taking initiative and making things happen. In addition to owning her sh\*t, she owns the sh\*t of our entire brand and it's a responsibility she doesn't take lightly). She jumps into her work fully and is not afraid to ask hard questions or challenge the status quo to take our business to the next level or make our brand more human. With the mind of a brand

strategist, the heart and listening skills of a customer service representative, and the soul of a creative, I can't think of anyone who is better equipped to make Favor a household name."

- Managed our Social Media Manager (reference available). She was also promoted while under my management after consistently overachieving her quarterly goals.
- While working for Favor, I discovered that people think they hate the P-Terry's fries, but they are just misunderstood and \*different\* from other fast food fries. This is a hill I'm willing to die on.

### **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, mostly creative.
- Our customer acquisition team was responsible for executing, on average, over 6 million pieces of physical mailers within 30 days across all active and targeted US markets.
- Working for Google Fiber while not actually having access to Google Fiber or the cool Google Fiber offices (COVID) were definitely the most difficult parts of the job.

### **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.
- Learned how to effectively manage the shockingly high number of customers that are interested in buying raw Cow's milk, which is illegal to purchase in the United States. You have to "know a guy". For the record, I do not know this guy.

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

- Managed all marketing, PR, advertising, events, social management, and creative needs for all six of my Austin theaters. My overall team managed programming and various other duties for these locations, but my job was focused entirely on filling seats via any means necessary.
- Managed onsite event production for all six venues, including our yearly activations with SXSW, Fantastic Fest, Austin Television Festival, and many more on-site film festival and event experiences.
- Developed and executed multiple series, events, partnerships, and experiences for our theaters in Austin and packaged these experiences for nation-wide execution.
- Managed all partnerships & sponsorships, including charitable, fundraising, and revenue-driving teams.
- Worked alongside engineering and development to design and launch our loyalty rewards program.
- 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 under 2 years. Also helped to design and launch our company influencer program.
- I guarantee this job landed me on every single FBI Googler's to watch list— totally worth it.

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## **EDUCATION**

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

American University | 3.5 GPA

NCAA Div I Scholarship Athlete (Volleyball)

So yes, if your company has a volleyball league, I'm your ringer.