

Janele Morris
199 Russo Drive | Hamden, CT | 06518 | (203) 376-2133
janelemorris22@gmail.com | www.janelemorris.com

TECHNICAL SKILLS:

- **Social Media:** Facebook, Instagram, Twitter, YouTube, LinkedIn, Constant Contact, Google Analytics
- **Microsoft:** Word, PowerPoint, Outlook, Excel
- **Adobe Creative Suite:** Photoshop, InDesign, Illustrator

EMPLOYMENT

Winsupply, Inc. – Middletown, CT **March 2016 –Present**
Marketing/Graphic Design Specialist

- Design all marketing content for bi-monthly newsletters for 31 different local Winsupply companies, with over 8,000 total contacts, with an average of 25-35% open rates per email sent
- Manage over a dozen Facebook pages including running promotions and giveaways, targeted advertisements, and job postings, with accounts totaling over 5,000 likes
- Create all graphics for all 31 locations, including large scale designs such as truck wraps, billboards, and wall/window wraps, as well as print advertisements, brochures, line cards, original logo work, and more
- Coordinate both on and off site events for each company, including domestic and international trips, golf tournaments, food truck events, contractor training classes, and more

Sacred Heart University – Fairfield, CT **September 2014 – March 2016**
Marketing Coordinator for the Performing Arts/Box Office & Theatre Manager

- Design and create all marketing materials for the department including original graphics, show programs, advertisements, brochures and promotional collateral
- Maintain steady content updates for multiple accounts on all social media platforms
- Manage, train and schedule a staff of over 40 students to run the box office and theatre for 25+ events per month
- Coordinates advertising campaigns for the Theatre Arts Program including digital and print ads, direct and online mailings, digital discount coupons (Groupon) and various ticket promotions
- Responsible for the editing and accuracy of multiple websites for the Performing Arts Department

Jimmy's Yogurt – Hamden, CT **November 2013 – September 2014**
Store Manager/Marketing Manager

- Control daily operations of the store including the hiring and training of 10 employees as well as weekly scheduling using Shift Planning scheduling software
- Provide exceptional customer service and ensure all employees follow the same standards
- Update all social networking sites with bi-weekly posts on Facebook and Twitter which original content to keep customers engaged with Jimmy's Yogurt
- Create cohesive marketing materials both in-store and for local newspaper and magazine advertisements as well as promotional graphics for our website and social media

Nutmeg State Nutrition – Hamden, CT **August 2010 – September 2013**
Sales Associate/ Marketing Coordinator

- Helped counsel customers interested in following a diet plan designed for weight reduction which involved meeting with customers one-on-one to discuss their weight-loss goals and conducting weigh-ins to help evaluate what nutritional plan may work for them
- Managed social networking sites including Facebook, Twitter and Pinterest
- Ran email campaigns for three stores as well as two online sites consisting of over 5,000 customers through Constant Contact
- Assisted in updating and maintaining two e-commerce websites by uploading photos, descriptions and nutritional information for all new products as well as making sure all information on the site was accurate at all times

Barteca Restaurant Group – South Norwalk, CT **January 2013- April 2013**
Public Relations Intern

- Assisted with researching, creating and updating Pinterest accounts for Barcelona and bartaco
- Wrote blog posts covering the opening of a new restaurant in Brookline, MA, interviews with Executive Chefs and General Managers from 5 restaurant locations and reviews of cooking and cocktail classes held at different Barcelona locations
- Helped with creating social media prompts to further engage customers on Facebook and Twitter
- Created an Excel spreadsheet of over 2,000 customers who had visited Barcelona or bartaco locations
- Assisted in the opening night of Barcelona Brookline, including helping to set up photography shots with a professional photographer, taking photographs of guests for Facebook myself, interviewing the new Executive Chef and reviewing a multiple-course dinner for a blog post for the Barcelona website blog

Stanton Public Relations and Marketing – New York, NY **May 2012 – August 2012**
Public Relations and Marketing Intern

- Created and managed a media monitor that was sent directly to a client on a weekly basis including all articles and bylines they were mentioned in during each specific week
- Built media lists, produced media clips and did in-depth research for a variety of different clients
- Learned to use databases such as CisionPoint for creating lists of media industry professionals and Factiva and TVEyes for extensive keyword searches to maintain a media monitor of articles, commercials or TV shows with any mention of multiple clients and their projects

EDUCATION:

Sacred Heart University, Fairfield, CT

April 2013

Masters of Arts Degree: Communication: Public Relations

GPA – 3.94, *Silver Medal of Excellence in Communication Award*

Western Connecticut State University, Danbury, CT

December 2009

Bachelors of Arts Degree: Communication

GPA- 3.47, *Member of Lambda Pi Eta National Honor Society of Communication, December 2008*