

Morgan Phillips

digital portfolio

TULSA, OK

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experience

DOWNTOWN TULSA PARTNERSHIP

Director of Marketing & Experience | 2022-Present

Lead marketing strategy for nonprofit startup. Manage \$70K budget to support Downtown initiatives and businesses. Collaborate with business leaders to launch new creative efforts, including events and activations. Lead media relations and serve as company spokesperson. Hire and manage marketing team.

TULSAPEOPLE MAGAZINE

Senior Editor/Strategist | 2012-2022

Lead/execute digital projects, and develop strategies for growing digital revenue. Manage digital ad buys for TP-branded projects. Speak publicly on behalf of the magazine to global audiences. Write and edit diverse print and digital products. Produce three annual specialty publications. Oversee content standards, Collaborate with production team to rebrand products. Manage freelancers and interns.

H2OKIE CREATIVE LLC

Founder and Owner | 2018-Present

Evaluate communication for clients in the financial, higher ed and nonprofit sectors. Consult on marketing and PR strategy. Interview client stakeholders and develop marketing pieces. Create diverse product line and coordinate product launches. Manage relationships with illustrators, vendors and wholesale customers.

WALLER AND CO. PUBLIC RELATIONS

Senior Account Executive | 2007-2012

Lead client accounts in various industries, including telecommunications, technology, health care and hospitality. Manage client events and custom design projects, including publications, collateral and websites. Facilitate translation of marketing materials. Work with clients to develop customer testimonials. Create market research surveys and lead focus groups for product launches. Write press releases and ads. Pitch stories to media.

education

OKLAHOMA STATE UNIVERSITY

Bachelor of Arts in journalism; emphasis in public relations

PUBLIC RELATIONS SOCIETY OF AMERICA

Accreditation in Public Relations (APR)

skills

- Writing/editing
- Project management
- Client relations
- Goal setting
- Digital strategy
- Public speaking
- Social media
- Design
- Collaboration
- Attention to detail
- Research
- Media relations
- Podcasting

awards

STORYTELLER OF THE YEAR, YMCA TULSA

YOUNG PR PROFESSIONAL OF THE YEAR

MAGAZINE WRITER OF THE YEAR

BEST LOCAL PODCAST

MULTIPLE AWARDS FOR MOST EFFECTIVE
MARKETING CAMPAIGNS AND TACTICS

service

DOWNTOWN TULSA YMCA ADVISORY COUNCIL

STEERING COMMITTEE, TULSA MAYFEST

CO-DIRECTOR, MOTHERBOARD SOCIETY
TULSA CHAPTER

PRESIDENT, NEIGHBORHOOD HOA

ACTOR, CHURCH PRESCHOOL DEPARTMENT

MARKETING/DEVELOPMENT CHAIR AND
BOARD MEMBER, LIFE SENIOR SERVICES

COMMUNICATIONS CHAIR, SUSAN G.
KOMEN RACE FOR THE CURE