MORGAN ELISE BERRY

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EDUCATION

Miami University, Farmer School of Business — August 2022-May 2026

Bachelor of Science in Business: Marketing major and Digital Marketing minor

Bridges Scholars Program for Excellence Scholarship: — November 2021- May 2026

Redhawks Excellence Scholarship: — November 2021- May 2026

EXPERIENCE

Little Diggers Playspace — Corporate Marketing Coordinator — August 2026- November 2026

- Managed and oversaw social media accounts for all seven corporate locations, including the launch of a new location's account, generating 2,500 followers in 65 days.
- Coordinated influencers schedules for content creation across multiple corporate locations.
- Analyzed social media metrics and compiled weekly reports with actionable insights.
- Represented and supported the brand at various community and professional events.

IGS Energy: Dublin, Ohio — Talent Acquisition Internship — May 2025 - August 2025

- Shadowed dozens of phone screenings conducted Senior Talent Acquisition Partners.
- Researched best strategies to recruit candidates for emerging business sectors such as biogas and solar roles.
- Conducted LinkedIn sourcing and candidate outreach to support recruitment efforts for corporate roles.
- Gathered insights on early career engagement and compiled findings into a report that will be referenced during the intern recruiting season.

IGS Energy: Dublin, Ohio — Inside Sales Internship — May 2024 - August 2024

- Cold called hundreds of pre-existing customers every day while using software such as Freshsales and CRMs.
- Sold over 100 units of renewable and green energy commodities at fixed rates.
- Deescalated customer concerns and helped retain dissatisfied customers through successful "win back" efforts.

Camp Akita: Logan, Ohio — Camp Counselor and LIFEGuard — July 2019 - August 2023

- Public speaking in front of crowds to help direct group activities.
- Collaborated with other counselors with limited resources to create a positive environment for kids to express themselves.

PROJECTS

Senior Capstone Project — August 2025- December 2025

- Collaborated with a team of students in a Strategic Works course where we analyzed our client, Killer Brownie, developing a TikTok Shop launch strategy using influencer marketing and Gen Z trends.
- Conceptualized a campaign gamifying the purchasing process for customers through surprises such as exclusive merchandise and storytelling that promoted self care.

CERTIFICATIONS AND SKILLS

Tools: Asana, VistaSocial, Canva, Meta Business Suite, Square, Microsoft Office, & Google Workspace.

Content creation: Planning, executing, and scheduling, carousels, Reels, single image feed posts, & stories.

Certifications: Google Analytics 4 & Stukent Social Media Simternship

CAMPUS INVOLVEMENT

FSB 2025 Winter Study Abroad Program- Spain

Phi Chi Theta- Zeta Mu

Membership: *Class Secretary Spring 2023, Marketing Committee March 2023- May 2026*

Pi Beta Phi- Ohio Zeta

Membership: *Vice President of Membership Experience March 2024-March 2025*