

MIKALA MORRIS



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mikalamorris.com

Experience

Public Relations Strategist

Arizona State University, Cronkite School
Public Relations Lab - (Aug 2019-Current)

- Works on two client accounts
- Manages client services on accounts
- Conducts client audits on traditional media coverage, social media, competitive analysis and communications
- Conducts survey and secondary research
- Develops campaigns dependent on client goals

Digital Media Specialist

Arizona State University, Cronkite School
Digital Audiences Lab - (Aug 2019-Current)

- Manages client services for six clients in social media, creative content, paid media and search efforts
- Grew a client's Facebook page likes from 15.1K to 16K in one month through paid campaigns
- Creates content through Adobe suite programs
- Creates campaigns through paid media tools
- Offers SEO recommendations after crawling client websites and runs paid Google Search campaigns

Graduate Research Assistant

Arizona State University - (Aug 2018-May 2019)

- Managed social media in Spanish for Cronkite Noticias, Cronkite's Spanish news station
- Created graphics and edited videos through Photoshop, InDesign and Premiere for Facebook and Twitter
- Helped produce their newscast and Facebook Live videos

Social Media Intern

Pueblo County Economic Development & GIS - Pueblo, CO - (Jan 2018-May 2018)

- Marketed the Buy Local - Pueblo campaign through social media, pamphlets, flyers and press releases
- Created all graphics through InDesign

Office of External Affairs Intern

Colorado State University - Pueblo - (Jan 2018-May 2018)

- Translated the university glossary, press releases and other documents from English to Spanish
- Assisted with graduation planning, university advertising and campus hospitality events

Skills

- Bilingual in English and Spanish
- Proficient in Microsoft Suite, Google Suite, Google Ads, Google Analytics, Adobe Suite, CrowdTangle, Keyhole, Outbrain, SEMRush and Brandzooka
- DSLR photography, videography and editing
- Multimedia storytelling

Licenses & Certifications

HubSpot Academy

HubSpot Integrated Marketing Certification
HubSpot Social Media Certification

Google Skillshop

Google Ad Fundamentals
Google Analytics Individual Qualification
Google Ads - Measurement Certification
Google Ads - Search Certification

Education

Arizona State University

Master's of Mass Communications
Emphasis in Public Relations
Certificate in Digital Audience Strategies

Colorado State University - Pueblo

Bachelor's of Science - Mass Communications
Emphasis in Integrated Communications
Bachelor's of Science - Political Science
Bachelor's of Art - Spanish

Accomplishments

- 2017-2018 Team Captain of CSU-Pueblo Pack
- Volleyball
- 2017 Academic All-American
- 2014 & 2015 Pack Team Player of the Year

Volunteer Work

Team Leader - 3 years

CSU-Pueblo Fellowship of Christian Athletes

CSU-Pueblo Volleyball Representative - 5 years

CSU-Pueblo Student Athletic Advisory Committee

Volunteer - 1 year at each

Salvation Army, Special Olympics, Pueblo Boys & Girls Club, United Way & Feed My Starving Children