

MORGAN PERRY

EDUCATION

Bachelor of Arts in Strategic Brand Management Advertising, Southern Methodist University

MAY 2025

Business Minor | GPA: 3.72 /4.0 | Honor Roll '21/'22/'23/'24

EXPERIENCE

Marketing, Sales and Operations Intern, Breef, Denver

JANUARY 2025 — PRESENT

- Developing and maintaining lead scoring models to prioritize high-potential prospects, enhancing sales efficiency and driving campaigns.
- Supporting business development efforts in a fast-paced startup environment by analyzing email engagement and campaign performance using HubSpot, identifying trends to optimize outreach strategies and improve lead conversion rates.

Fashion PR and Marketing Intern, VPR + creative & Retrofête, New York

JUNE 2024 — AUGUST 2024

- Collaborated with VIP/Influencer and Editorial teams to secure high profile features publications for in-house brands Retrofête and SER.O.YA, as well as seven external clients, increasing media visibility and brand engagement.
- Created and maintained targeted media lists and drafted press releases using Adobe Photoshop and Canva, increasing influencer and editorial engagement.
- Conducted competitive analysis via Launch metrics to support Press Release strategy, contributing to informed campaign decisions.

Art Industry Marketing Intern, BeAMalevich, Barcelona

JANUARY 2024 — MAY 2024

- Developed digital content for product launches and brand strategies using Canva and Adobe Photoshop, increasing awareness of the company brand and fostering collaborations.
- Collaborated with supervisor to test product quality and to create a product extension on the website, enhancing customer experience with clearer product information.
- Initiated international strategic partnerships with museums and distributors, growing the consumer base by 20%.

Brand Strategy Intern, Lemon Hill Media, Philadelphia

DECEMBER 2022 — AUGUST 2023

- Established foundational brand strategy, clarifying agency mission and audience targeting.
- Played a key role in website and social media campaigns on LinkedIn and Instagram, increasing brand visibility and engagement, resulting in a 40% engagement increase.
- Directed brand-aligned photo shoots, enhancing messaging for target audiences and aligning visuals with client objectives.

Director of Digital Promotions & Event Coordinator '21-'22, "SMU Look" Fashion Magazine

JANUARY 2022 — DECEMBER 2023

- Organized SMU Look's launch event, attracting over 200 attendees and boosting campus visibility.
- Led a cross-promotional campaign with fitness studio, increasing social media engagement by 30%.
- Created a metrics report on LTK revenue performance, identifying new affiliate marketing opportunities and presented insights to the board to inform future strategy.

Details

LinkedIn: [morgan-perry13](#)
610- 755 – 1941
Philadelphia, PA
Email: maperry@smu.edu
[Creative Portfolio Link](#)

MEMBERSHIP & SKILLS

Kappa Kappa Gamma

Launch metrics

Excel Proficiency

Adobe Photoshop & Premier Pro, Illustrator, InDesign, Final Cut Pro

Market Research

Web Design

Social Media Marketing & Management

Data Analytics

HubSpot

Press Release Writing

Media Relations & Influencer Outreach

Copywriting

