

BLAKE MORGAN

Digital Storyteller

CONTACT

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EDUCATION

UNC-Chapel Hill

2016 - May 2020 | GPA: 3.7

Hussman School of
Journalism and Media

B.A. Media & Electronic Journalism
Covenant Scholar; Carolina First

AWARDS

2019

Peter DeWitt Pruden and Phyllis
Harrill Scholarship

Don and Barbara Curtis
Excellence Fund Scholarship

2018

Summer Internship Grant

2016

Carolina Covenant Scholarship

SKILLS

Adobe Creative Cloud Suite

WordPress, HTML, CSS

Microsoft Excel

Photography & Videography

Video & Copy Editing

Social Media

EXPERIENCE

Department of Allied Health Sciences Digital Content Director

Chapel Hill, NC
August 2016 - present

Transitioned Department's website to WordPress streamlining user experience, decreasing bounce rate, and increasing page views by 41 percent to accrue over two million views in 2019

Led team to produce video web content, increasing YouTube-driven site views by 10 percent

Interviewed 50+ students and faculty to market the Department's initiatives to prospective donors and students

Implemented Department-wide social media tactics and campaigns alongside the UNC School of Medicine

Carolina Week, Sports Xtra Director and Executive Producer

Chapel Hill, NC
January 2017 - present

Directed and produced content for Hearst award-winning, weekly live broadcasts by selecting stories, programming show rundowns, and building on-air graphics

Assisted professors in developing 30+ student reporters by teaching advanced filming, editing, and production processes

Anchored weekly segment on student-life to disseminate campus information and voice student concerns

Fox Sports San Diego Production Assistant, Associate Producer

San Diego, CA
May 2019 - August 2019

Created and executed player highlight packages, teasers, and other video elements for Fox Sports digital media platforms and TV

Ensured standards by editing and reviewing footage before airing video content

Go Heels Productions Production Assistant, Producer, Director

Chapel Hill, NC
August 2018 - present

Produced UNC player and event packages and directed camera operators to present live sports shows and digital content consistent with ESPN branding

Operated shoulder and mounted cameras during broadcasts

WLOS News 13 Producer, Reporter, Intern

Asheville, NC
May 2018 - August 2018

Structured a daily newscast including local, national, and breaking stories for the Western North Carolina market

Published daily, consumer-friendly news by relying on state-wide communication and synthesizing current events