

ISSAC MORGAN

EDUCATION

Florida A&M University
Tallahassee Community College

B.S.: Public Relations
A.A. (with honors)

December 2009
June 2007

SKILLS

Microsoft Word, Publisher, Outlook, Excel, PowerPoint, QuarkXpress, Keyboardist, News Agate, Triton LE Music Workstation, Media Base, Nielsen SoundScan, Knowledge of AP Style, Promo Suite, Mac proficient, Accu Track

EXPERIENCE

Proclaim Marketing Group Public Relations Specialist

January 2015- Present

- Serve as content editor for Christopher 'Play' Martin's B-Newz media group, carefully editing article submissions
- Manage social media platforms for Brand Newz, providing engaging posts, breaking news stories and news briefs
- Attend special events to cover feature stories for B-Newz
- Prepare and strategically distribute press releases for various clients to media personnel
- Assist with bookings for celebrity client Christopher 'Play' Martin
- Produce special feature stories for FAMU Athletics and the FAMU Alumni publication

Tallahassee Democrat Sports News Assistant (part time)

December 2014- Present

- Serve as primary contact for sports department, ensuring quality customer service via phone and email
- Compile stats for various local collegiate and high school sports and prepare online and print packages using NewsGate
- Cover local sports events, interview key sources such as coaches and players for quotes in articles
- Gather high school sports schedules and create daily electronic folders with matchups that are sent to design team for publication
- Write local high school sports news brief, highlighting the top games each week
- Produce weekly content for the sports sections Prep Athlete Update, which are articles on former local high school athletes

The Florida Association of Centers for Independent Living, Inc (nonprofit) Marketing Assistant (6 month contract)

July 2014- February 2015

- Served as primary contact for all marketing related inquiries
- Prepared and distributed news releases to media contacts
- Plan and executed marketing campaign in order to increase awareness of the programs administered by FACIL
- Secured media placement in major media outlets including an extensive feature story on the Florida Channel
- Updated and maintained social media pages with fresh, enticing content
- Cultivated partnerships with organizations and agencies serving the disability population; acquired website and newsletter features to help spread the word on the program
- Sent email blasts to key figures, promoting the JP-PAS program

Gadsden County Times Freelance Writer

February 2014- July 2015

- Covered various events related to entertainment in Quincy and the surrounding areas
- Provided fresh content for the weekly newspaper and online publication
- Carefully selected and interviewed sources for various stories, gather accurate, verbatim quotes for credibility
- Reported news objectively, adhering to AP style guidelines
- Attended monthly city town council meetings in Quincy, Havana and Gretna

John G Riley Center and Museum (Contract) Communications Specialist

January 2012- August 2012

- Draft and distributed press releases both electronically and in person; pitching story ideas to journalists and ensuring press coverage of community events
- Helped with the execution of special events; created media list and maintain earned media contacts
- Remain abreast of integrated marketing practices by attending conferences and workshops designed for marketing/PR professionals

- Supervised communications intern, assign duties to volunteers and oversaw special projects
- Assisted the director with membership services, data entry, maintenance of the museum
- Designed promotional material in anticipation of upcoming occasions and special engagements
- Organized and execute several community and/or fundraising events; capture enticing images to include in media releases, company website and social media pages
- Delivered the organization's mission statement and core values to the media and the general public verbally and also through written material
- Handled office related duties such as answering phones, drafting correspondence and faxing confidential documents
- Conducted tours and the managed the tour schedule
- Served as social media coordinator to engage a diverse audience and persuaded interest for an appreciation of African American history and culture

Tallahassee Community College/Take Stock In Children/CROP (Contract) *Tallahassee, FL January 2011-July 2011*

Public Relations Specialist

- Assisted program administrator in creation and implementation of workshops/classes for CROP students to enhance their skills
- Weekly visitation to middle and high schools in Leon County to monitor students' academic progress and behavior
- Supported students educational achievements by awarding them with field trips and special events
- Actively prepared students for college and provided career counseling: College campus tours, online career tools, workshops, etc.
- Increased awareness of the nonprofit organization by contacting local media outlets to cover various events
- Assisted the program administrator in crafting the 2011 annual report for the Florida Department of Education
- Created flyers and other promotional material about community events involving TSIC/College Reach Out Program
- Prepared press releases, pitched story ideas to journalists and/or writers for local media outlets
- Assisted in the planning, coordination and execution of student activities/events
- Utilized viral marketing techniques via social media sites such as Facebook, Twitter and YouTube

Cumulus Broadcasting

Tallahassee, FL

August 2010-May 2011

Promotions Assistant/Intern

August 2009-December 2009

- Responsible for radio event operations including setup and break down
- Interacted with public during events by conducting promotional contests
- Drove station vans to various remote areas and set up audio equipment for live broadcasts
- Assisted radio personalities with community remotes at various locations
- Communicated and interacted with public at radio station events to secure positive relationships
- Prepared prize packages for station remotes/Conducted promotional contests
- Created a PR Campaign proposal for the Tallahassee location; received recognition from FAMU's School of Journalism for the Executive Summary portion

Warner Music Group

Atlanta, Ga

January 2010- May 2010

Sales and Marketing Intern (paid)

- Compiled data for various record labels under Warner Music Group.
- Prepared Hasting reports, top chart album reports and product sales spreadsheets.
- Analyzed album sales and researched target markets for record label's music.
- Assisted with creation and dissemination of promotional materials and news releases to field sale representatives
- Used Media Base and Sound Scan to track sales of artists and airplay by genre
- Tracked shipments for various accounts across the nation. Pulled data for WEA

FAMU School of Journalism & Graphic Communication

Tallahassee, FL

June 2010-January 2011

Marketing Representative (Contract Role)

- Assisted Dean with promotions, social media networking and marketing for the school's music production program
- Monitored students' studio production work and provided feedback to ensure quality production
- Managed promotional events during "Pop Warner" weekend football games/Marketed "Game of the Week" DVDs

WANM 90.5 FM

Tallahassee, FL

September 2008-April 2009

Promotions/Street Team Leader

- Coordinated advertising with vendors for community events
- Assisted DJs with reviewing demos of local artists/Selected singles of local artists for airplay
- Recruited volunteers for special assignments and Street Team promotions

AFFILIATIONS

Kappa League, TJs DJs Music Conference, Upward Bound Program, College Reach Out Program, TSIC Scholarship recipient, TCC SGA, Panelist for music conference, Tallahassee Film Festival, The Famuan, Black PR Wire, City of Tallahassee/Parks and Recreation

Portfolio is available at: http://issuu.com/omarhasaniscruggs/docs/issac_morgan_portfolio

REFERENCES

Yanela Gordon, Internship Director, FAMU School of Journalism and Graphic Communication, 850-339-5222, yanela.gordon@famu.edu

Cheri Harris, Managing Editor, Gadsden County Times, 850-627-7649, charris@gadcotimes.com

Kanya Stewart, Senior Communications and Media Specialist, FAMU, 850-491-9840, kss@proclaimthis.com

Christopher 'Play' Martin, CEO, Brand Newz, teambnz1@gmail.com

Rahman Stewart, Business Development Manager, Proclaim Marketing, rds@proclaimthis.com