

Jon Morgan | Media Strategist

Phone: (989) 488-8207 | inbox@jonmorgan.net | LinkedIn Profile

Professional Profile | Experienced communications and media strategist

Online community moderation, customer service and content management

Skilled in writing, copy editing, research

Hard working, good natured, open minded and flexible

Work Experience

Web Services Manager | EduGuide

November 2007 – October 2019

Lead QA Technician. Checked new code and functionality before deployment. Tested the website for potential user experience issues.

User Support. Implemented Freshdesk user support and project management system for organization. Assisted staff with user requests and questions. Escalated bigger issues to development team.

Bug Tracking. Replicated reported bugs and assigned them to development team for resolution. Managed development backlog and roadmap.

Content management and editorial. Developed management system for curriculum content. Entered curriculum content on the site. Assisted with the review of content prior to release.

Media technology and event support. Supported the production of webinars and online meetings. Produced a series of video tutorials.

Supported online advertising and stats collection. Used stats from Google Analytics to learn about visitor behavior and trends. Managed Google Adwords account.

Conference Room Support Technician | Dow Chemical/SPL

October 2003 - April 2007

Assisted video conference room users with their issues or questions via the phone.

Coordinated with field technicians on the resolution of software or hardware issues.

Connected calls between multiple teleconference rooms.

Supported training rooms inside the Employee Development Center.

Web Development & PR Assistant | Special Olympics Michigan

January 2001 - April 2003

Managed the website

Worked with staff to plan and implement content campaigns on the site

Planned athlete awards banquets

Coordinated with celebrities during the state games

Took photographs during athletic competitions

Freelance Consultant

Contracted

Columnist and contributing writer to the Central Michigan Pulse between September 2015 and January 2016. Researched and submitted articles.

Columnist for the Hartland Patch between February 2010 and February 2011. Wrote profiles of Hartland alumni.

Community Photographer and contributing writer for the Morning Sun 2016-2018.

Volunteer Work

Public relations chair for Shepherd Maple Syrup Festival. Maintained the SMSF website and social media channels since April 2009. Photograph events during the festival. Directed team of students in the implementation of a public relations plan.

Vice President for the Shepherd Area Historical Society since October 2017. Maintain the society's website and Facebook profile. Respond to inquiries from the public.

Founder and Editor-in-Chief of news website The Mid Michigan Journal. Lead group of moderators in community centered Facebook groups.

Technical consultant for the Mid Michigan Community Pathways organization from October 2014 until January 2016. Advised on strategy. Developed the organization's Wordpress site.

Education

B.S Journalism, Central Michigan University 1997