

Jon Morgan | Media Strategist

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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

- Introduced user support methodology. This includes an online helpdesk solution, user support procedures, and rules for escalating technical issues.
- Assisted site members with issues or questions about the website via the phone, email, and online ticketing system. Wrote articles for the user knowledgebase which explained how features of the website worked.
- Served as an advocate for users. Conducted UX Research. Recruited beta testers and conducted testing experiments.
- Participated in on-site visits, team launches, and met with school administrators as an EduGuide representative. Resolved questions and promoted EduGuide in person.
- Produced video tutorials. Helped to increase EduGuide's reach by producing multimedia communications materials.
- Guided or managed webinars/teleconferences. Helped to select and then implement a teleconferencing service. Coordinated with two other staff members on the production of a series of weekly teleconferences. Served as producer and technical support for teleconference. Guided the setup and production of a series of webinars. Served as operator during webinars.
- Streamlined the process for developing and publishing path content. Entered path content into the website and generated supporting graphics. Proofread path content prior to publication.
- Implemented Closed Captioning on the site for path videos.

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

- Redesigned the Special Olympics of Michigan 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