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Professional Experience

August 2012 – present **Program+M&E Coordinator, [Robertsport Community Works](#) Monrovia, Liberia**

- Coordinate and lead all aspects of RCW's fundraising through The African T-Shirt Company, liaising with local producers and artisans, supervising production and distribution, and coordinating all aspects of online and local marketing
- Coordinate and mentor the Mama Liberia Sewing Co-op of over 60 women, building capacity through the co-op's leadership structure, teaching financial and business literacy, supervising quality control, distribution and marketing, and helping the business to be self-sustaining
- Lead on partnerships that advance the mission and objectives of RCW, representing RCW to government and other stakeholders
- Track RCW spending and donor funds
- Develop and implement an M&E plan for all RCW projects and programs

March 2012 – present **General Manager, Jamal's Boulevard Cafe Monrovia, Liberia**

- Responsible for purchasing, operations, finances, human resources, and facilities for bar/restaurant Focus on events and marketing
- Grew sales in the business 10-20% in first six months through special events

January 2013 – April 2013 **Interim Administrative Assistant, German Embassy Monrovia, Liberia**

- Managed bi-lingual office administration (German and English)
- Drafted diplomatic correspondence and documents for Ambassador
- Front end public contact for all inquiries and visits
- Planned and oversaw cultural events including monthly movie screenings

Feb. 2011 – Feb. 2012 **Administrative Officer, [Innovations for Poverty Action](#) Monrovia, Liberia**

- Solely responsible for administrative matters in office of 50+ employees
- Oversaw contracts, payroll, benefits, facilities, logistics, accounting, purchasing, accounts payable, banking, and cash management for \$300,000 of expenditures
- Directly supervised 4 Liberian staff; reported directly to Country Director

Oct. 2010 – Jan. 2011 **Manager, Tides Tapas and Cocktails Monrovia, Liberia**

- Trained, supervised and led team of more than 20 Liberian staff
- Managed daily operations of security, building maintenance, and bar/restaurant including financial systems, inventory, purchasing, quality control, & promotion
- Recruited, organized, marketed and produced social events, including diplomatic and high-level corporate events showcasing local artists & culture

Sept. 2007 –Aug. 2010 **Staff Administrator, [University of Pennsylvania](#) Philadelphia, PA, USA**

- Drafted and circulated public & internal communications for Academic Affairs (School of Nursing)
- Oversaw the stewardship of \$150,000 of federal grant money
- First point-of-contact for students regarding mentorship, financial aid, and disciplinary procedures in office of enrollment management & student services
- Managed extensive travel itineraries for Associate Dean and assisted with travel planning and reimbursements for visitors, faculty, and students
- Primary staff coordinator for large scale faculty meetings
- Managing coordinator of re-accreditation project

- Oct. 2006 – Aug. 2007 **Promotion and Logistics Coordinator, [POPPED! Festival](#)** **Philadelphia, PA, USA**
- One of three co-founders of a week-long non-profit music festival conceived to develop and spotlight local musical talent. Annual festival is now in its 6th year
 - Curated and promoted first POPPED! Festival, managed 7,000 attendees, 6 venues and 40 performances, including logistics, security, public relations
- June 2002 – Oct. 2006 **Conference Coordinator, [Future of Music Coalition](#)** **Philadelphia, PA, USA**
- FMC monitors national policy developments around music and intellectual property and advocates for artists, consumers, and music industry stakeholders
 - Coordinated operations and managed volunteer staff for Policy Summit in Washington, DC from 2001 to 2005, for 500+ attendees and 30+ volunteers
 - Programmed, recruited panelists, promoted, staffed and produced Policy Summit in October 2006 at McGill University, Montreal
 - Created ad and marketing campaigns for conference, including extensive social media viral marketing and produced radio spots for national and local radio
 - Moderator and creator of online discussion forum Musictech, via which FMC original board members met and held discussions leading to creation of FMC
- Oct. 2004 – Oct. 2005 **Production Engineer, [World Café Live](#)** **Philadelphia, PA, USA**
- Concert production and sound engineering for 700 capacity room at high end venue
- Feb. 2004 – Aug. 2010 **Events Director, [Millcreek Tavern](#)** **Philadelphia, PA, USA**
- Booked and produced regular weekly schedule of live entertainment for 500 person capacity venue
 - Designed & produced website, printed advertisements, & promotional posters
 - Composed email marketing copy and press releases
- June 2003 – Oct. 2003 **Production Manager + News Editor, Red Flag Media** **Philadelphia, PA, USA**
- Produced ten monthly print titles with combined circulation of over 100,000
 - Editor of national news and local album review sections
 - Coordinated data entry and inventory of proprietary management software (Administer)
- May 2000 – May 2003 **General Manager, Curt Flood Booking** **Philadelphia, PA, USA**
- Booked and produced live concert and event schedules for four Philadelphia nightclubs
 - Designed & produced website, printed advertisements, & promotional posters
 - Composed email marketing copy and press releases
- Jan. 2000 – May 2000 **Clerk, Video Library** **Philadelphia, PA, USA**
- Front end customer service and cashier for independent neighborhood film rental retail store
- Nov. 1998 – Dec. 1999 **Director of Customer Service, [IC Group, Inc.](#)** **Philadelphia, PA, USA**
- Responsible for all customer service troubleshooting and communication for small email forwarding and domain name services company
- Aug. 1998 – Oct. 1998 **Promotions Coordinator, CDNOW, Inc** **Jenkintown, PA, USA**
- Conceptualized and implemented promotional campaigns with advertising partners
 - Produced quarterly brand promotions
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- May 1998 – Aug. 1998 **Night Board Operator, WXPB Radio** **Philadelphia, PA, USA**
- Overnight automated board operation for radio broadcast studio

Professional Experience during University studies

April 1997 – May 1998 **College Marketing Representative, BMG Distribution Philadelphia, PA, USA**

- Responsible for college radio and retail marketing campaigns in the Philadelphia and Washington, DC markets for the BMG/Wasabi marketing/distribution program

Oct. 1993 –Sept. 1996 **College Marketing Representative, Elektra Entertainment Philadelphia, PA, USA**

- Responsible for college radio and retail marketing campaigns in the Philadelphia and Washington, DC markets for the Elektra Entertainment Group.

Education

University of Pennsylvania, Bachelor of Arts cum Laude in German Studies and Philosophy, 1997

University of Heidelberg, baccalaureate year abroad, 1996-97

University of Pennsylvania, various post-baccalaureate studies, 2000-2009

Current Volunteer Positions

Technical Production and Copyright Advisor, Kriterion Cinema Monrovia, Liberia

Production Manager, European Movie Night, German Embassy, Monrovia, Liberia

Board Member, Sahel Vert (NGO), Senegal

Technical Skills

Foreign Languages: German Fluency; Spanish Competency

Google sites, wordpress, wiki, and extensive social network and online viral event marketing experience

Online newsletter publishing, mailing list management, and creator of multiple online discussion forums

Advanced Excel and Quickbooks accounting

Management of extensive contact databases for promotional use

Adobe InDesign, DreamWeaver, Quark, Microsoft Publisher and Corel Draw

Database management of Microsoft Access/Excel and MySQL

Mobile installation of staging and A/V equipment