

Morgan Elena Gonzalez

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Education

Full Stack Web Development- Boot Camp - University of Central Florida, Orlando, Florida: April 2017
Bachelors in Advertising, Communication - University of North Florida, Jacksonville, Florida: December 2015
Cultural Study Abroad Program - Florence University of the Arts, Florence, Italy: Summer 2013

Work Experience

Social Media/Web Rep/ Sales Associate, Ballball Yoga Gear, Orlando FL: January 2017-Present

- * Posted an average of four times a week across two social media platforms
- * Compiled at least two blog posts a month
- * Sold over \$5000 in apparel
- * Set and met goal to reach over 20 new followers each month

Marketing Assistant and Social Media Coordinator, AppRiver, LLC, Gulf Breeze, FL: August 2015 - August 2016

- * Managed social media and online marketing for three platforms
- * Launched company's first social media advertisement with a total reach of over 500,000
- * Took creative control of online posts, contests and updates
- * Updated page with posts 10+ times a week; gained over 1000 followers online
- * Created weekly reports of social media metrics to share with a team of 12

Projects

Step n Town, Web application, University of Central FL: December 2016

- * Group leader for a team of four
- * Fully working website with API calls and access to location

Bartr, Bartering mobile application, University of Central Florida: January 2017

- * Worked in team of four; created front-end
- * Working mobile app that connects to mysql to get and push data
- * Created over four states

Internships

Advertising and Media Intern, Consumers Against Toxic Apparel (CATA), Jacksonville, FL: Jan 2015-April 2015

- * Wrote press releases each week
- * Designed graphics for brochures, banners, and website,
- * Created visual presentations for trade shows.

Creative Director, #IgniteMedia team, One Spark, Jacksonville, Florida: January 2015-April 2015

- * Reported and interviewed over five vendors for articles; wrote over 10 articles
- * Designed signs and logos, created and designed business cards for a team of 20
- * Provided weekly social media content
- * Reported on location; had two articles published in The Florida Times Union, one was front page

Other Experience

Young Rembrandts, Art Teacher, Lake Eola Charter School: October 2016-March 2017

Stylist, Free People, Jacksonville, FL: March 2015-June 2015

Surf Instructor, Waterboyz Surf and Skate Shop, Pensacola, FL: June 2015-August 2015

Taught surf camp to children ages 3-15 and private lessons to adults, and designed art for apparel

Pensacola Beach Lifeguard, Pensacola, FL: June 2010-August 2014 (every summer)

CPR certified, first responder certified, conducted ocean rescues, handled emergency medical equipment, conducted training for the Junior Guard Program