



# Morgan Zehnder

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San Francisco Bay Area

## SUMMARY

As a sales and marketing professional in Sports-Tech, I assisted clients using an SaaS recruitment platform. Seeing client's struggles firsthand and representing their interests in product meetings, I peeked into the dynamic world of product design and discovered a passion for creating user-centric yet surprising interfaces.

## SKILLS

**Design** | User Surveys, User Interviews, User Personas, User Flows, Branding, Logo Design, Wireframing, Prototyping, Sketch, Invision, UsabilityHub, PeekUserTesting, Balsamiq, Illustrator, Photoshop, IOS, Android, Responsive Design

**Coding** | HTML, CSS, Github, JQuery, Javascript

**Marketing** | Email campaign management, metric-based decision-making, market segmentation, trade show materials and presentation, Amazon Sponsored Product and keyword search ads optimization

**Sales** | Salesforce, trade show planning and execution, prospecting, qualifying leads, B2B and B2C sales, Amazon sales, onboarding accounts, Ecommerce channel management, B2B and B2C customer service

## EDUCATION

**Bloc Design Program** | UI, UX, Branding, & Frontend Development

Aug 17 - Jan 18

**University of California, Santa Barbara** | B.A. Economics & Accounting, 3.65 GPA

2010-2014

## SELECT PROJECTS

### WASTED

[VIEW PROTOTYPE](#)

[VIEW CASE STUDY](#)

A curated e-commerce thrift shop built to give shoppers the thrill of finding unique, off-trend items, without the time and uncertainty of traditional thrifting.

### SPOTTED

[VIEW PROTOTYPE](#)

[VIEW CASE STUDY](#)

Spotted is an application built to help users discover, review, and order from local food trucks.

## WORK EXPERIENCE

### Lead Account Manager | CaptainU

Nov 16 - Aug 17

Leader in athletic development and recruiting software for athletes, clubs, events, and colleges.

Drive revenue through client retention [83% retention rate] and imports to increase number of active users

Develop and direct client marketing strategy on platform, including creating content for profiles and messaging campaigns

### Account Manager | Pura Stainless

Aug 14 - Aug 16

High growth eco-friendly consumer goods company with in-house design, manufacturing, distribution.

Managed communications and strategy for 150 retail accounts, contributing to 100% increase in 2015 sales

Developed onboarding procedures for 100+ new accounts, improving product familiarity and maximizing self-sufficiency

### Marketing Manager | Pura Stainless

May 13 - Jan 14

Established Pura as an Amazon merchant, optimizing Sponsored Product Ads, and strategically retargeting competitor listings

Created, tested, and launched market specific email campaigns for lead generation, funnel conversion, and onboarding