



ACCOUNT & PROJECT MANAGEMENT

A BIT ABOUT ME

I have spent the last two years in New Zealand. I chose NZ after watching the Cannes Lions in 2015 and hearing it was considered one of the most creative countries in the world. I decided to put it to the test, and it definitely held up to its reputation. Now, I am looking for my next opportunity to continue to tell amazing brand stories.

CONTACT

E: Lbentley1992@gmail.com

P: 804.548.5318

W: www.laurelmorrison.com

EDUCATION

Roanoke College

2011 - 2015

BBA in Marketing and Global Business

Delta Gamma Fraternity

- Director of Communications

SKILLS

Social media strategy

Marketing strategy

Web & app content development

Account service

Market research

Video planning & production

Campaign & project management

Types of multi-channel

campaigns: direct mail, email,

video, radio, digital, social,

content, native, and experiential

AWARDS

- 2018 Cannes Lions: Silver, Bronze, and 2x short-listed
- The NZ Advertising Awards: Grand Axis, a Grand Prix, and six golds for New Zealand Police's "Most Entertaining Recruitment Video."

WORK EXPERIENCE

SENIOR ACCOUNT EXECUTIVE/PROJECT MANAGER

The Variable | Winston-Salem, NC | December 2016 - March 2018

- Role:
- Responsibilities include: planning and executing multi-channel campaigns from writing strategic briefs, managing the creative process, and delivery of all project elements.
- Clients: Frigidaire, Nestle (New Business Ventures), Lowes Foods, and Advance America

ACCOUNT MANAGER

Ogilvy | Wellington, New Zealand | December 2016 - March 2018

- Role: The day-to-day project and financial management of several New Zealand government clients. We delivered results-driven and award-winning integrated campaigns that helped educate and change behaviors of NZ public.
- A few subtle brags: EECA was acknowledged as the 11th most influential brand in NZ. One campaign for NZ Police had a 898% increase in Web traffic, a 615% boost in recruitment inquiries, and reached #1 trending video on YouTube.
- Clients: NZ Energy Efficiency and Conservation Authority (EECA), NZ Police, Public Trust, and Department of Internal Affairs

ACCOUNT EXECUTIVE

West Cary Group | Richmond, VA | June 2015 - July 2016

- Role: To be the advocate for clients' brands within the agency. Know their challenges, opportunities and best ways to reach their audiences.
- Responsibilities: Managed the implementation of clients' complete marketing plans. I helped to develop effective approaches and campaigns with proven ROI.
- Clients: Capital One, Allianz, Richmond Government, and Economic Development Authority

PROJECT MANAGER/ACCOUNT SERVICE

Robertson Marketing Group | Roanoke, VA | May 2013 - June 2015

- Role: To help with the creative merchandising ideation for several major Fortune 500 clients.
- Responsibilities: Foster and grow client relationship by coming up with inventive ways to advertise their company through collateral, in order to best reach their objectives and represents the brand.
- Clients: Showtime, Google, Cisco, and UPS



LAUREL MORRISON

CONTACT

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EDUCATION

Roanoke College
2011 - 2015
BBA in Marketing and Global Business

Delta Gamma Fraternity
Director of Communications

SKILLS

SEO and SEM optimization
Marketing strategy
Web & app content development
Market research
Video planning & production
Campaign & project management

Types of multi-channel campaigns:
email, digital, social, video, radio,
direct mail, content, native, and
experiential

PLATFORMS

- Email Management: Salesforce, Campaign Monitor, Hubspot, MailChimp
- Marketing Analytics: Google Analytics
- Database Management: Basic knowledge of Microsoft SQL
- Project Management: Workfront, Workbook Trello, Slack

AWARDS

- 2018 Cannes Lions: Silver, Bronze, and 2x short-listed
- The NZ Advertising Awards: Grand Axis, a Grand Prix, and six golds for New Zealand Police's "Most Entertaining Recruitment Video."

Hello, I'm Laurel. I would love to join your team as an Email Marketing Specialist. I have worked on a range of large-scale email campaigns. My role has included list management, email testing, content development, and deployment. I have been a part of a range of different email campaigns, from weekly newsletter to targeted seasonal engagements. With such a key element of inbound marketing, I can offer an eye for detail and dedication to delivering great work.

WORK EXPERIENCE

ACCOUNT MANAGER

Ogilvy New Zealand | December 2016 - March 2018

- Role: The day-to-day project and financial management of several New Zealand government clients. We delivered results-driven and award-winning integrated campaigns that helped educate and change behaviors of NZ public. I planned and evolved multi-channel strategies from writing briefs, to managing the production and delivery of all project elements.
- Email Projects: I ran weekly/monthly email newsletters for several brands. I worked with digital and creative teams for the development and execution of all email campaigns. I was also responsible for the segmentation and organization of the mailing list.
- Clients: NZ Energy Efficiency and Conservation Authority (EECA), NZ Police, NZ Department of Corrections, Public Trust, and Department of Internal Affairs

ACCOUNT EXECUTIVE

West Cary Group | June 2015 - July 2016

- Role: To be the advocate for clients' brands within the agency. Know their challenges, opportunities and best ways to reach their audiences. I managed the implementation of clients' complete marketing plans. I helped to develop effective approaches and campaigns with proven ROI.
- Email Projects: I helped manage several email campaigns, one campaign for Capital One included over 300 emails with the goal of tracking behaviors of the audience and which tone of voice effectively drove attention to the landing page. I also worked on a holiday email that was sent to an audience of over 50 million accounts.
- Clients: Capital One, Allianz, Richmond Government, and Economic Development Authority

PROJECT MANAGER/ACCOUNT SERVICE

Robertson Marketing Group | May 2013 - June 2015

- Role: To help with the creative merchandising ideation for several major Fortune 500 clients. I fostered and grew client relationship by coming up with inventive ways to advertise their company through collateral, in order to best reach their objectives and represents the brand.
- Clients: Showtime, Google, Cisco, and UPS

LAUREL MORRISON

ACCOUNT AND PROJECT MANAGER

CONTACT

E: LaurelMorrison3@gmail.com
P: 804.548.5318
W: www.laurelmorrison.com

EDUCATION

Roanoke College
2011 - 2015
BBA in Marketing and
Global Business

SKILLS

Campaign & project management
Client billing management
Account service
Market research
Video production planning

Types of multi-channel campaigns:
digital, social, email, video, radio,
direct mail, content, native, and
experiential

AWARDS

- 2018 Cannes Lions: Silver and 2x short-listed for New Zealand Police's "Most Entertaining Recruitment Video."
- The NZ Advertising Awards: Grand Axis, a Grand Prix, and six golds for New Zealand Police's "Most Entertaining Recruitment Video."

WORK EXPERIENCE

PROJECT MANAGER/ACCOUNT EXECUTIVE

The Variable | Winston-Salem, NC | September 2018 - Current

- My role is to represent the agency to the clients and be an advocate for the client within the agency. From creative briefs to campaign reporting, I work with the team to deliver the best possible work to exceed client expectations. By understanding the client needs, I can help identify key opportunities/challenges to bring back to the agency to come up with creative and strategic solutions.
- Clients: Lowes Foods, Nestle, and Advance America

ACCOUNT MANAGER

Ogilvy New Zealand | Wellington, NZ | January 2016 - April 2018

- I managed the day-to-day account relationships of several New Zealand government clients. We delivered results-driven and award-winning integrated campaigns that helped educate and change behaviors of NZ public.
- Clients: NZ Energy Efficiency and Conservation Authority (EECA), NZ Police, NZ Department of Corrections, Public Trust, and Department of Internal Affairs

ACCOUNT COORDINATOR

West Cary Group | Richmond, VA | June 2015 - July 2016

- I helped identify opportunities and best ways to reach audiences to build on our client partnerships. My responsibilities included managing the implementation of clients' complete marketing plans on a wide-range of mediums.
- Clients: Capital One, Allianz, Richmond Government, and Economic Development Authority

PROJECT MANAGER/ACCOUNT SERVICE

Robertson Marketing Group | Roanoke, VA | May 2013 - May 2015

- I assisted with the creative merchandising ideation for several Fortune 500 clients. I worked on fostering and growing client relationship by coming up with inventive ways to reach target audiences through collateral in order to best achieve their objectives and represent their brand.
- Clients: Showtime, Google, Cisco, and UPS

{LAUREL MORRISON}

SOFTWARE DEVELOPER



804-548-5318



laurelmorrison.com



github.com/laurelmorrison



laurelmorrison3@gmail.com



linkedin.com/in/laurelmorrison

EDUCATION

Nashville Software School

February - August 2021

Full Stack Development

Roanoke College

2011 - 2015

BBA in Marketing and

Global Business

SKILLS

- HTML, Javascript and React
- CSS, Bootstrap and Material UI
- GitHub
- JSON
- C# and .Net
- SQL Database
- Visual Studio
- Firebase and Heroku

OVERVIEW

I recently made the jump from working as a project/account management at advertising agencies to software development. I'm hoping to combine my love of process and creativity, with the constantly evolving world of code. I have always enjoyed breaking things down, now i'm ready to create.

TECHNICAL EXPERIENCE

NASHVILLE SOFTWARE SCHOOL

NSS is a six-month intensive, full stack software development bootcamp focusing on:

- Front-end development with HTML, CSS, Javascript and React framework
- Server-side development with C# language and the .NET stack
- Web application development and design
- Application deployment and management

PROJECTS

TRAVELMATCH

Github.com/LaurelMorrison/capstone-TravelMatch

TravelMatch will allow users to fill out a vacation questionnaire, in order to match the user with a list of ideal vacation destinations based on their criteria. The app also allows you to store all of your trip planning details in one place.

- Goal: Develop an app that I'm passionate about while learning more on React, implementing a quiz/input forms, data sorting and styling with Material Ui.
- Tech Used: React JS, HTML, CSS, Figma, Dbdiagram, Formik, Material Ui

GIFFYGRAM

Github.com/LaurelMorrison/demo-giffyGram

Inspired by Schitt's Creek, this site allows you to relate all things to GIFs from the show. There is a Moira for any situation. Giffygram was a learning opportunity on implementing CRUD and understating data relationships.

- Goal: Utilizing an ERD with many-to-many relationships, build a social app where a user can like, comment and post GIFs.
- Tech Used: Javascript, HTML, CSS, Figma, Dbdiagram

{...LAUREL MORRISON}

GROUP PROJECTS

REACTIVE NUTSHELL

[Github.com/LaurelMorrison/groupDemo-reactiveNutshell](https://github.com/LaurelMorrison/groupDemo-reactiveNutshell)

Nutshell is an app for people to use to organize their daily tasks, events, news articles, friends, and chat messages. Our team of four created the app utilizing React framework and CRUD functionality to fulfill specific 'client' requests.

- My Responsibilities: Homepage, Task page and pair programmed the message section
- Tech Used: React JS, HTML, CSS, Figma, Dbdiagram

WORK EXPERIENCE

SENIOR PROJECT MANAGER/ACCOUNT EXECUTIVE

The Variable | Winston-Salem, NC | September 2018 - February 2021

- My role was to represent the agency to the clients and be an advocate for the client within the agency. From creative briefs to campaign reporting, I worked with the team to deliver the best possible work to exceed client expectations. By understanding the client needs, I helped identify key opportunities/challenges to bring back to the agency to come up with creative and strategic solutions.
- Clients: Frigidaire, Nestle, Advance America

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ACCOUNT SERVICE

Robertson Marketing Group | Roanoke, VA | May 2013 - May 2015

- I assisted with the creative merchandising ideation for several Fortune 500 clients. I worked on fostering and growing client relationship by coming up with inventive ways to reach target audiences through collateral in order to best achieve the objectives and represent their brand.
- Clients: Showtime, Google, Cisco, UPS

{LAUREL MORRISON}

Hello there!

I'm Laurel, nice to meet you via cover letter (if that counts). I have always loved the advertising agency world - the fast-paced craziness and creativity is truly unlike any other field. After college, I worked in account management for a few years and loved every moment. I had the opportunity to be mentored by some of the most brilliant and dynamic minds. However, I wanted to continue to learn and contribute to a team in a different way. My favorite projects were always websites and coding peaked my interest, so I decided to make the leap...

At Nashville Software School, I have learned so much more than I could ever imagined and adored every moment. I grew extremely passionate about front-end development, with a focus on UX experience. I can't wait to continue to learn different dev languages and how to best utilize my skills to build user-focused content.

Most recently I have been at the Variable, a small independent agency in Winston-Salem, North Carolina. They may have been one of the most business-focused creative teams I have ever met. The entire team is pushed to think with an entrepreneur mindset to identify potential gaps or opportunities within a business model or field. That sort of thought process pushed each of us to think out of the box.

Before the Variable, I spent two years in New Zealand. I stumbled upon that opportunity after watching a Cannes Lion speech and hearing it was the most creative country in the world. I decided to put it to the test, and it lived up to its reputation. I got the chance to work with Ogilvy on some of their largest government clients like NZ police, their environmental agency (EECA), Department of Corrections and Public Trust. We worked on projects that included behavioral science nudges to change public behavior and drive effective change.

I believe you will find my ability to learn quickly, my passion for development and drive for constant improvement to be great assets for team. I hope we can connect soon, I would love to talk to you about the Junior Front End Web Developer role.

Thank you,
Laurel Morrison

{LAUREL MORRISON}

Hello there!

I'm Laurel, nice to meet you via cover letter (if that counts). For the past few years, I have worked in advertising on a range of different clients. I loved the fast-paced environment, but wanted to be more hands-on. My favorite projects were always websites and coding peaked my interest, so I decided to make the leap...

At Nashville Software School, a full-stack boot camp, I have learned so much more than I could ever imagined and adored every moment. I grew extremely passionate about learning different coding languages, with a focus on UX experience. I can't wait to continue to learn and utilize my skills to build user-focused content.

My most recent position was at The Variable, a small independent marketing agency in Winston-Salem, North Carolina. The entire team was pushed to think with an entrepreneur mindset to identify potential gaps or opportunities within a business model or field. That sort of thought process pushed each of us to think out of the box.

Before The Variable, I spent two years in New Zealand. I stumbled upon that opportunity after watching a Cannes Lion speech and hearing it was the 'most creative country in the world'. I decided to put it to the test, and it lived up to its reputation. I got the chance to work with Ogilvy on some of their largest government clients like NZ police, their environmental agency (EECA), Department of Corrections and Public Trust. We worked on projects that included behavioral science nudges to change public behavior and drive effective change.

Another passion of mine is gaming. Board and strategy games are really my niche, but I absolutely love learning new games. I would love to join the innovative team at NCSOFT to help bring extraordinary games to life.

I believe you will find my ability to learn quickly, my passion for development and drive for constant improvement to be great assets for team. I hope we can connect soon, I would love to talk to you about the Software Engineer role.

Thank you,
Laurel Morrison



LAUREL MORRISON

CONTACT

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EDUCATION

Roanoke College
2011 - 2015
BBA in Marketing and Global
Business

SKILLS

Campaign & project management
Account service
Market research

Types of projects: digital, social,
email, photo/video production, radio,
direct mail, experiential and multi-
channel campaigns

AWARDS

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- Clients: Frigidaire, Lowes Foods, Nestle (New Business Ventures) and Advance America

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- Clients: Showtime, Google, Cisco and UPS



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Hello,

After working for Ogilvy and Mather in New Zealand for the past two years, I recently moved back to the United States with the goal of continuing to work with some of the most creative minds.

The main reason why I want to join your team is your goal to constant ask “what if”. I always try to evolve and push myself, I’d love to be a part of an agency that strives for effective change too. I think it speaks to your culture and talent that you bring together an assortment of perspectives to collaborate and deliver the best work for your clients. You also have stunning design work, which is a draw in itself, like your stunning ‘Future of Shade’ campaign for Sunbrella and captivating photography for Levolor. I’d love to be a part of that creativity and community.

What I can bring to the table...

- ◎ I will not settle for average. Given the opportunity to join your team, I can promise I will offer a fresh perspective and give each project my all. What I may lack in height, I make up for in passion. I have had the chance to work with some amazing clients, ranging from B2B, B2C and G2C sectors, gaining diverse account management experience. I’ve learned how to best utilize different size budgets to create the biggest impact.
- ◎ I am an effective project manager. I am organized, detail-oriented, and strategic. I have been responsible for preparing creative briefs, status reports, project/analytic summaries, and client billing. I’ve been involved in a wide array of projects, including managing full media plans in integrated multi-channel campaigns and coordinating all the rapidly moving pieces in several successful new business pitches.
- ◎ I am an advocate for great client experiences. I have been responsible for the day-to-day communication and financial management for clients to assure all needs were met, creative was on-brand, and expectations were exceeded. I’ve helped develop award-winning advertising campaigns with proven ROI, while strengthening client relationships.

Beyond the office, you will find me hiking a mountain somewhere, baking pastries, or training a service dog. I am a firm believer that the world is a better place because of four-legged creatures, cheese and travel. I can’t promise that I won’t force your office to try my new recipes, but I can promise a lot of heart.

I believe you will find my passion for great storytelling, my ability to learn quickly, and my drive for constant improvement to be great assets for Wray Ward. I hope we can connect soon, I would love to talk to you about the project management role.

Thank you,
Laurel Morrison



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Hello there!

After working for Ogilvy in New Zealand for the past two years, I recently moved back to the United States with the goal of continuing to work with some of the most strategic and creative minds.

Why this role? I love working with clients. My favorite days at previous agencies involved an all-day collaboration with client teams to brainstorm solutions or opportunities to better our marketing plans and strategies. To be embedded onto a team while still be involved in the creative process would truly be the ideal situation. I also have experience with working with agency teams based in other cities, which I truly feel offers a wider range of creativity and diverse thought to clients. Admittedly, I am also a bit of a fan-girl when it comes to MRM//McCANN.

What I can bring to the table...

- Given the opportunity to join your team, I can promise I will offer a fresh perspective and give each project my all. What I may lack in height, I make up for in passion and commitment to deliver excellent results. I have had the chance to work with some amazing brands helping them to drive significant incremental sales. I've learned quickly how to best utilize different size budgets to create the biggest impact.
- I am also a very effective project manager. I am organized, detail-oriented, and strategic. I have been responsible for preparing creative briefs, competitive research/analysis, marketing plans, project summaries, status reports, and executive presentations. I've been involved in a wide array of projects, including managing full media plans to integrated multi-channel campaigns. I am passionate about creating buzz-worthy brand presence across a range of platforms to best reach target audiences. My favorite type of projects are usually digital-led, I am currently learning to code to better understand digital project management in the constantly evolving atmosphere.
- I am an advocate for great client experiences. I have been responsible for the day-to-day communication and financial management for clients to assure all needs were met, creative was on-brand, and expectations were exceeded. My role has been to run projects from concept to deployment, which included a lot of problem solving, out-of-the-box thinking, prioritization and multitasking. I've loved every minute of it. I have helped develop award-winning advertising campaigns with proven ROI, while strengthening client relationships.

I believe you will find my ability to learn quickly, my passion for marketing, and drive for constant improvement to be great assets for MRM//McCANN team. I hope we can connect soon, I would love to talk to you about the Account Supervisor role.

Thank you,
Laurel Morrison



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Hello there,

I just finished reading your employee handbook, and I have a couple thoughts. First off, bold for you to post that directly to your website. Historically an internal document put on display to define expectations and a north star for the agency for potential customers, employees and others to read and set the expectation for what CPB is all about. I truly appreciate that level of transparency. My other thought is on how you lay out failure. Fail hard and learn, push on and keep learning. It's something that everyone can forget, but it's truly the beauty of a creative-focused industry. Content and ideas can be interpreted in every which way, but a smart idea/concept that transcends to potentially change behavior is why we do what we do in the agency world.

I truly just love this process and field. I have known I wanted to work at an ad agency since I was 6 years old when I attended a 'bring your daughter to work' day at the Martin Agency with my dad. The creativity and collaborative energy is infectious. As cheesy as it is to say, I'm hooked.

I have had a chance to work with some brilliant minds and be mentored by some of the most bad-ass humans. Most recently I have been at the Variable, a small independent agency in Winston-Salem, North Carolina. They may have been one of the most business-focused creative teams I have ever met. The entire team is pushed to think with an entrepreneur mindset to identify potential gaps or opportunities within a business model or field. That sort of thought process pushed each of us to think out of the box. I was able to work with some amazing clients like Nestle New Business Venture, Lowes Foods and Advance America.

Before the Variable, I spent two years in New Zealand. I stumbled upon that opportunity after watching a Cannes Lion speech and hearing it was the most creative country in the world. I decided to put it to the test, and it lived up to its reputation. I got the chance to work with Ogilvy on some of their largest government clients like NZ police, their environmental agency (EECA), Department of Corrections and Public Trust. We worked on projects that included behavioral science nudges to change public behavior and drive effective change.

So that's a bit of my background, I am happy to discuss more but I wanted to share why I think I would be a great fit for this specific role. I am a big traveler and studied international business, which I feel could be an interesting perspective for a hotel client. I am a team player, who has experience with brief development, project management and handling billing for clients. I have worked on traffic rotation plans for OOH, TV and digital campaigns. Plus, I am a total fan-girl when it comes to your agency.

I believe you will find my ability to learn quickly, my passion for marketing and drive for constant improvement to be great assets for Crispin Porter Bogusky team. I hope we can connect soon, I would love to talk to you about the Account Manager role.

Thank you,
Laurel Morrison



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W: www.laurelmorrison.com

Hello there!

After working for Ogilvy in New Zealand for the past two years, I recently moved back to the United States with the goal of continuing to work with some of the most strategic and creative minds. Why do I want to join MODE? Simple, your design and content studio work is outrageously good. I want to work with an agency with that level of talent - to inspire and to be inspired by it.

What I can bring to the table..

- Given the opportunity to join your team, I can promise I will offer a fresh perspective and to give each project my all. What I may lack in height, I make up for in passion and commitment to deliver excellent results. I have had the chance to work with some amazing G2C, B2C, and B2B brands helping them to drive significant incremental sales across multiple continents. I've learned quickly how to best utilize different size budgets to create the biggest impact.
- I am also a very effective project manager. I am organized, detail-oriented, and strategic. I have been responsible for preparing creative briefs, competitive research/analysis, marketing plans, project summaries, status reports, and executive presentations. I've been involved in a wide array of projects, including managing full media plans to integrated multi-channel campaigns. I am passionate about creating buzz-worthy brand presence across a range of platforms to best reach target audiences. For example, 'The Most Entertaining Recruitment Campaign' for NZ Police started with one Facebook post that gained a month worth of inquiries within the first 24 hours. Within a week of its release, it had reached 91.8 million people and amassed over \$4 million worth of earned media.
- I am an advocate for great client experiences. I have been responsible for the day-to-day communication and financial management for clients to assure all needs were met, creative was on-brand, and expectations were exceeded. My role has been to run projects from concept to deployment, which included a lot of problem solving, out-of-the-box thinking, prioritization and multitasking. I've loved every minute of it. I have helped develop award-winning advertising campaigns with proven ROI, while strengthening client relationships.

Beyond the office, you will find me hiking in a mountain somewhere, baking pastries, or training a service dog. I am a strong believer that the world is a better place because of four-legged creatures, cheese, and travel. I can't promise that I won't force the office to try new recipes, but I can promise a lot of heart.

I believe you will find my ability to learn quickly, my passion for marketing, and drive for constant improvement to be great assets for MODE. I hope we can connect soon, I would love to talk to you about the Project Manager role.

Thank you,
Laurel Morrison



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Hello,

I got a real feel for your agency reading about your team members. I loved learning about your dynamic team have diverse backgrounds, have traveled the world, and clearly has a great sense of humor. In order to invision me on that board, I have made a few tiles of my own, so you can see what I'm all about...

Born and raised in Richmond, Virginia, Laurel has always craved to be closer to the mountains. Which is how she landed in Colorado. Before this, she lived in Wellington, New Zealand. Her house was 150 steps up a mountain. Can you imagine carrying groceries up that?

Fun fact: Laurel used to take culinary arts classes. Her dream is to make it on Chopped one day to show the world her mean cheesecake recipes.

You know our moto of "Think big, Act small-ish". This was basically my campaign slogan when I ran for high school council. Well, it was "Think big, vote small" with images of small animals. I won, only because who can resist pictures of baby puppies & kittens. But I swear what I lack in height, I make up for in passion.

Important Fact: I lived in New Zealand for two years fulfilling my destiny of becoming an actual hobbit.

Laurel first started her advertising career when she was 8 years old. Okay, it was a 'bring your daughter to work day' with her dad. But at that moment, she knew it was her dream job. She says that her 3 greatest passions in life are: cheese, dogs, and advertising (we are fairly sure in that order).

Fun Fact: Laurel was voted 'most unpredictable' in high school, a title that she wears with great pride.

I have always worked in client management, but would like to move to more production driven role. I love collaborating with creative teams and clients to come up with the best solution for any challenge or opportunity.

Important fact:

I hope this gives you a good feel for who I am all about, I am happy to provide references or any additional information. Apologies on the third person, I only cringed a bit writing them. But after all the fun & games, I do promise that given the opportunity to join your team, I would offer a fresh perspective and give each project my all. Hopefully we can connect soon to discuss the creative producer role.

All the best,
Laurel

Hello,

I am a bit of a history buff. I loved learning all about J. Walter Thompson's history, and how that contributed to the entire industry and evolved into the agency you are today. I thought the best way you could get to know me might be a timeline as well. Although my history started about 145 years after your start, I hope to be a part of your future....

1992

Born and raised in Richmond, Virginia, Laurel Morrison was never a particularly cute baby.

1999

Laurel first started her advertising career when she was 7 years old. Okay, it was a 'bring your daughter to work day' with her dad. But at that moment, she knew it was her dream job.

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2013

2015

I have always worked in client management, but would like to

2016

After hearing New Zealand was considered 'the most creative country in the world', I applied for my visa. I got the opportunity to work at Ogilvy in Wellington and just soaked in the creativity, amazing accent, and beautiful landscapes.

2018

After my NZ visa expired, I took the chance to find a great adventure. From diving the Great Barrier Reef to backpacking Asia, The excursion expanded my horizon, but I missed advertising a bit too much. So now I am ready for my next adventure in Atlanta...

Okay, admittedly my history is less extensive as the legend J.Walter Thompson. However. I believe you will find my passion for great storytelling, my ability to learn quickly, and my drive for constant improvement to be great assets for your team. Just wait, I may make your timeline yet.

All the best,
Laurel