

# Morgan Fraser

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## Objective

Dedicated professional with a strong background in digital marketing, IT/hardware configuration, and retail management, seeking a full-time position in the sector. Passionate about serving the public, I am eager to leverage my diverse skill set to enhance customer experiences, streamline operations, and drive business growth. Committed to delivering exceptional service and utilizing my technical expertise to support success.

## Work Experience

### Training Officer

Elections Nova Scotia-Bedford, NS  
Oct 2024 to Dec 2024

Returning Office Setup and Staff Training – Bedford South (05), Provincial Election

- Office Setup & Management: Coordinated the setup of the Returning Office for Bedford South (05), ensuring operational readiness and compliance with election standards.
- Team Leadership: Assisted the Returning Officer and core staff in achieving day-to-day objectives and goals, facilitating smooth operations throughout the election period.
- Training & Development: Organized and conducted comprehensive training sessions for nearly 300 election-day staff across multiple districts, including Bedford South, Fairview/Clayton Park, Bedford Basin, and surrounding areas.
- Role-Specific Training: Delivered targeted training for various election roles, including:
  - Information Officers
  - Poll Clerks
  - Deputy Returning Officers
  - Poll Supervisors
  - Counters
  - Standby Staff
- Performance Oversight: Ensured all staff understood their responsibilities, fostering a well-prepared workforce for Election Day operations.

### Digital Marketing Coordinator

Atlantic Online Marketing-Church Point, NS  
May 2021 to Present

Design and build Website

Search Engine Optimization  
Blog posting and Social Media Campaign management

### **Taskr**

Taskrabbit-Halifax, NS  
July 2022 to Present

Assemble IKEA furniture items.  
Mount TVs, Shelves, Mirrors, etc.  
Assemble other furniture items.  
Minor Home repairs

### **Produce Manager/Cashier**

Freshmart-Comeauville, NS  
June 2021 to July 2022  
Cashier work. then moved to Produce manager.  
Stocked and maintained freshness for all produce.

### **Moonshine Sales Representative**

Still Fired Distillery-Lequille, NS  
November 2016 to 2020

Selling Moonshine, Vodka, Gin and Rum at Local Farmer Markets and Trade Shows and Expos.

### **Store Manager**

Petro Canada-Halifax, NS  
July 2014 to September 2020

Worked as cashier then moved to store manager.

### **Scout Leader**

Scouts Canada-Mineville, NS  
September 2002 to June 2020

Scout Leader and member of the local Camp Group Community

## **Education**

### **Online course in Information Technology** Digital

Nova Scotia - Halifax, NS  
September 2023 to January 2024

### **Post-secondary education in Information Technology** NSCC -

Dartmouth, NS  
September 2020 to May 2022

### **Post-secondary education in Business Admin** NSCC -

Dartmouth, NS  
September 2017 to May 2018

## Skills

### **Digital Marketing**

- Web Design
- Google Analytics
- Team management
- Search Engine Optimization (SEO)
- Branding
- Email Marketing
- Analytics
- Web Development
- Google AdWords
- Content Management
- Social Media Management
- Marketing
- Computer repair
- Computer hardware

### **Retail Management**

- Recruitment and hiring
- Staff training
- Staff scheduling
- Supervision
- Inventory control
- Ordering stock
- In-store marketing & promotion
- Meeting with product representatives
- Cash balancing
- Health & Safety compliance monitoring
- Oversaw store maintenance & cleanliness