

Hello, my name is

MORGAN MCOLASH

and I'm a creative director

CONTACT

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P 414.343.9251
L Salt Lake City, Utah

EXPERIENCE

Creative Director

2021 - Present / Nice Hospitality / Salt Lake City, UT

Lead and manage the creative team in the development and implementation of effective creative, marketing and social media strategies to ensure growth both online and in store. Plan, execute and edit photo and video shoots for over 10 restaurant concepts on a weekly basis as well as design all print and digital assets, from published magazine ads with 134k readership per week to geofence creative asset management.

Graphic Designer

2020 - 2022 / BetterBody Foods / Lindon, UT

As the Lead Graphic Designer for the E-commerce team at BetterBody Foods, I was responsible for creating powerful, message-driven graphics to drive online sales and establish a strong online presence for the company. I designed and implemented over 75 Amazon product and storefront pages, large scale international sales presentations, the coordination of weekly photo and video shoots, and weekly social media graphics.

Marketing Coordinator

2019 - Present / Redhead Marketing & PR / Park City, UT

As Marketing Coordinator, I implement the creative and marketing needs of a wide base of over 30 clients, including print and digital graphic design, copywriting, social media management, public relations writing & logo and brand development.



A multifaceted creative director bringing brands to their most vibrant and cohesive potential. I believe good design isn't easy, but it is simple. My goal is to achieve a perfect symbiosis between each brand's unique personality and my own artistry; to align our visions and create synergistic stories that move, sell, inspire and profit.

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EXPERIENCE CONTINUED

Digital Marketing Manager

2017 - 2019 / Catalyst Nutrition / Dallas, TX

I established and managed the sports supplement company's online presence, managed all photography needs (product line, athlete shoots, events, etc) and designed all digital and print assets. I worked regularly with sponsored athletes, designed training programs and managed all social media platforms. Within the first year, I grew the account to over 30k followers and established new markets when the company relocated from Missouri to Dallas, TX.

Content Strategist

2017-2018 / Lift Division / Columbia, MO

Crafted digital and print content, conducted keyword research and ran SEO optimization for over 50 clients. I designed graphics for over 20 social media accounts. Coordinated with local restaurants to publish Savor Columbia, a 80-page publication which featured my photography, ad design and copywriting for over 100 restaurant ads.

Strategic Communications Intern

2016 - 2017 / Bond Life Sciences Center / Columbia, MO

Created and managed social media content, generated a 27% increase in following and engagement during my first three months. I generated content calendars and reported audience analytics to target readers efficiently. I initiated and led the #IAmScience campaign to highlight members of the local scientific community. This campaign is still running to this day, six years later.



EDUCATION

Bachelors of Communications Minor in Business

Graduated with Honors in 2018

University of Missouri - Columbia

SKILLS

Art Direction
Graphic Design
Photography
Social Media Management
Brand Development
Branding & Identity
Creative Strategy
Adobe Creative Suite
Public Relations
Logo Design
Typography
Copywriting
Digital Media Analytics