

# MORGAN SPILLMAN

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## EDUCATION

**Fordham University**, Bronx, NY

B.A. in Journalism, Minor in Communications - *May 2023*

**Santa Monica College**, Los Angeles, CA

A.A. in Journalism - *May 2019*

## EXPERIENCE

**Relish Catering + Hospitality**, Bronx, NY

*Social Media Marketing Associate – June 2025 – Present*

- Developed and managed a strategic content calendar across multi-social channels to ensure consistent and targeted messaging.
- Created and posted engaging story content tailored to each platform's audience and trends.
- Attended off-premise catering events throughout the city to capture new content.
- Edited and repurposed highlights and other media assets to maximize reach and engagement.
- Drove audience interaction through innovative content strategies, resulting in a 10% increase in visibility & brand awareness.

**Constellation Culinary Group (NYBG)**, Bronx, NY

*Catering Coordinator – May 2024 – October 2024*

- Developed and designed event marketing materials—including menus, signage, promotional collateral—to align with client specifications and reinforce brand identity across all events.
- Streamlined event coordination using Banquet Event Orders (BEOs), improving internal communication and cross-department collaboration for over 100 high-profile events.
- Managed client inquiries, maintained an active event calendar, and ensured cohesive brand messaging across digital and print touchpoints.
- Delivered post-event reports and stakeholder presentations with actionable insights to enhance future event strategy, planning, and brand engagement.

**The Hospitality Department**, New York, NY

*Temporary Event Assistant – October 2023 – December 2023*

- Created marketing decks, menus, and social media content.
- Supported the launch of restaurant Point Seven; edited copy across platforms.
- Handled private event inquiries & event materials.

**New York City Restaurant Group**, New York, NY

*Events and Marketing Intern – June – September 2023*

- Produced marketing assets for 9 restaurant brands; boosted engagement by 12%.
- Led photo/video & graphic creation for Instagram & TikTok.
- Conducted market research and cold calls to develop client relationships and refine sales messaging.

**The Accessory Think Tank**, New York, NY

*Jr. Copywriter – August 2022 – Feb 2023*

- Wrote and edited copy for website and social media platforms, aligning content with brand voice.
- Tackled conversion copywriting and A/B Testing for website content.
- Developed product descriptions, case studies, and blog posts for brands such as The Shaggy Paw, Nabs and Babs, and Odooba, improving SEO and driving engagement by 10%.
- Conducted interviews with clients and employees to understand the business model and generate fresh content for blogs and social platforms.