

# MORGAN MARTIN

412-737-5473 | New York, NY | [mmm9819@nyu.edu](mailto:mmm9819@nyu.edu)

## EDUCATION

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**New York University, Leonard N. Stern School of Business**, New York, NY May 2024  
Bachelor of Science, Marketing

**New York University London** Sept. 2022 - Dec. 2022  
Coursework in management operations and finance

## RELEVANT EXPERIENCE

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**NYU Stern Office of Student Engagement**, New York, NY Sep. 2021 – Present  
*Office Assistant, Student Worker*

- Offered support and assistance to students and faculty upon entering the office, ensuring a welcoming and helpful environment.
- Created advertisement flyers and posters to promote events organized by the OSE department, showcasing effective design and communication skills.
- Fostered teamwork by collaborating with fellow student workers, effectively coordinating and completing daily tasks to enhance overall departmental efficiency.

**Duquesne Light Company**, Pittsburgh, PA May 2023 - Jan. 2024  
*Seasonal Corporate Communications Intern*

- Developed and executed strategic social media campaigns on Instagram, leading to a 165% increase in engagement metrics, including likes, comments, and shares.
- Implemented targeted content strategies that resulted in a 506% growth in impressions, expanding the company's reach and visibility on Instagram.
- Fostered seamless collaboration with internal and external communications teams, contributing to the creation of compelling articles with a cohesive and impactful narrative.

## ADDITIONAL EXPERIENCES

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**Young Men's Christian Association (YMCA)**, Pittsburgh, PA May 2021 - Aug. 2022  
*Seasonal Preschool Camp Counselor*

- Spearheaded the planning, coordination, and execution of diverse daily activities, ensuring a dynamic and enriching experience for all participants.
- Maintained regular communication with parents and guardians, delivering both written and verbal evaluations to keep them informed about their camper's progress and experiences.
- Fostered an inclusive and engaging community for campers of various ages, creating an environment that promoted camaraderie and positive social interactions.

## SKILLS

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Excel, Word, PowerPoint, Canva, Sprout, Social Media, Organization, Communication, Leadership, Collaboration, and Spanish (intermediate)

## INTERESTS

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Football, volunteering, travel, singing, event planning, fashion, Gel-x nails, and DIY projects