

Morgan E. Tate

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morganetate.com

Experienced client relationship manager with experience in account management, design, and data analysis. Skilled at fostering client relationships, formulating strategic sales approaches, and generating post campaign data reports to enhance further business growth.

Experience

LiveLong.Life | Arlington, Virginia

Communications Manager | 03/2024 - Present

- Developed and launched LLL website, ensuring user-friendly design and optimal performance for investor audience.
- Collect, analyze, and report on website analytics to measure site performance, user engagement, and conversion rates.
- Present regular performance reports to senior management, highlighting key insights and recommendations for improvement where necessary.

Discovery Education | Silver Spring, Maryland

Partner Impact Manager | 12/2019 - 09/2023

- Owned all aspects of the external partner relationship with Fortune 500 companies (The Home Depot, Toyota, Stanley Black & Decker) and impactful non-profits (RFK Human Rights, The Ronald Reagan Presidential Foundation & Institute, 9/11 Day of Service) while managing collaborations across internal program management, video production, marketing and PR teams to ensure success for both the corporate partner and the unique educator audience.
- Developed a new analytics tracking framework to track partnership metrics across multiple analytics platform transitions to ensure accurate and timely delivery of monthly metrics reports to external partners.
- Oversaw the development and execution of custom partnership programs to ensure equitable access to quality curriculum for students and educators around the world, including videos, lesson plans, educator guides, classroom activities, and self-paced interactive module.
- Tracked and analyzed key program data and reported back to key stakeholders on a monthly basis to share metrics and custom recommendations to ensure client satisfaction.
- Proactively worked to identify areas that may provide upsell opportunities that aligned with specific client needs.

National Public Radio | Washington, D.C.

Digital Campaign Associate | 08/2017 - 01/2020

- Managed 30-40 digital advertising campaigns ranging in value from \$20k to \$300k.
- Produced in-depth campaign reports using multiple reporting platforms for corporate sponsors, trade partners, and agencies in a timely, accurate manner.
- Built a system and platform for communicating with and sending sponsorship scripts and audio files to NPR program and podcast producers.

Education

University of North Carolina at Chapel Hill

Hussman School of Journalism & Media B.A.

- Journalism & Media, Advertising Concentration (UNC Chapel Hill)
- Minor in Philosophy, Politics, and Economics (Duke University)
- Minor in History (UNC Chapel Hill)

Certificates

Google Data Analytics Professional Certification, Kenan-Flagler School of Business Essentials Certification

Skills

SQL, R, Tableau, Google Analytics, Data Analysis & Visualization, Campaign Management, Data Management, Project Management, Client Acquisition & Retention, Content Strategy, Advanced Excel, Brand Building & Management