

# Caryn Morris

Orlando, Florida  
(954) 439-8073  
CarynLeahMorris@gmail.com

---

## Professional Experience

### Orange County Library System

*Digital Marketing Specialist, September 2021 – Present*

- Plans and creates digital campaigns from concept to delivery across social media, company website, blog, electronic newsletter and other platforms.
- Collaborates with internal teams to design and implement digital projects including graphics, photos, and videos—monitors progress, budgets and updates key stakeholders on project status.
- Evaluates new work requests, assesses scope and identifies resources needed, schedules action items and ensures deadlines and budgets are met.
- Oversees strategic planning, content strategy and execution of posts across Instagram, TikTok, Facebook, Twitter, and LinkedIn resulting in a 20.8 percent increase in followers over two years.
- Builds structures, processes, and recommended guidelines for segmented email lists to grow library interest and participation.
- Assist in analyzing marketing data (campaign results, conversion rates, traffic, etc.) to help shape future marketing strategies.

### Pet Alliance of Greater Orlando

Orlando, FL

*Digital Marketing and Communications Manager, December 2018 – September 2021*

- Planned and executed an integrated marketing strategy to promote pet adoption services, veterinary clinics and fundraising campaigns.
- Provided direct employee management and assisted with hiring the marketing team's Digital Marketing Specialists and interns.
- Implemented marketing and promotion tactics, increasing online donation revenue by 75 percent over three years.
- Wrote, edited and designed marketing collateral to support shelter goals including annual reports, capital campaign brochures, annual direct mail solicitation and quarterly newsletters.
- Maintained and developed WordPress website through an integrated marketing strategy —increasing the website's average monthly visitors by 29 percent over three years.

### Full Sail University

Orlando, FL

*Internal Communications Specialist, October 2015 – December 2018*

- Coordinated internal communications alongside executive leadership to establish an informed, motivated and unified campus.
- Liaised with departments to support cultural changes through communications and internal activities to ensure consistency of messaging and alignment with business goals.

### **3rd Thursday Orlando**

Orlando, FL

*Public Relations and Social Media Intern, January 2015 – May 2015*

- Developed and executed strategic social media and digital initiatives for the Downtown Arts District, Church Street District, Orlando Tech and the Downtown Orlando Partnership to market the 3rd Thu brand.
- Drafted and sent press releases for the Downtown Arts District and Downtown Orlando Partnership.

### **The World Residences at Sea**

Miramar, FL

*Sales & Marketing Intern, January 2014 – July 2014*

- Researched, wrote and edited executive biographies for the online press room.
- Served as blog administrator for the company's high-net-worth clients.

---

### **Education**

Florida International University

Orlando, FL

Bachelor of Science in Public Relations & Mass Communication

Certification in Professional and Technical Writing

### **Certified Associate in Project Management (In Progress)**

Project Management Institute

Expected date of completion: May 2024

---

### **Additional Skills**

- Proficient in Adobe Creative Suite design and video editing software including Illustrator, Indesign, Photoshop, Premiere Pro, and Lightroom.
- Working knowledge of Google Ad Grants, Facebook Ads, Jira, MailChimp, Tableau (data visualization software), Trello (content management), and PowerPoint/Keynote.