

## Morgan Fechter

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### Education

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**Skidmore College**, Saratoga Springs, NY May 2020  
Bachelor of Arts in English, Business minor  
Major GPA: 3.76

### Writing Experience:

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**Freelance Copywriter, Seventh Arrow Studios/Ellicottville Events**, Remote December 2016-present

- Write and revise original content for the blogs of a successful wedding photography company and wedding planner
- Create captions for company social media posts to boost customer engagement and brand awareness

**Editor-in-Chief, Her Campus Skidmore**, Skidmore College, September 2016-present

- Conduct weekly meetings, managing a team of 20 students
- Write weekly articles and edit all team articles, post on social media accounts
- Work directly with national advisors to create premium content and meet weekly goals

**Editor-in-Chief, Odyssey Online**, Skidmore College September 2016-May 2017

- Chosen to lead a team of writers, communicated directly with national staff, held members accountable for creating consistently high quality content
- Wrote weekly articles and edited all other submissions for grammar and content

### Additional Experience:

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**Public Relations Intern, AZIONE PR**, NY, NY May 2019-August 2019

- Created competitor media audits for upcoming initiatives, announcements, and events
- Drafted pitches, media alerts, press releases, event invite copy, agency newsletters
- Prepared and delivered AZIONE PR gifts to other NYC offices such as Conde Nast

**Marketing and Sales Intern, Beckon LLC**, Allston, MA May-August 2018

- Assisted CEOs with company rebrand, used SEO to develop brand voice across channels
- Worked directly with buyers to merchandise product and moderate quality control
- Conducted tasting events to market product and educate consumers

**Social Media Intern, Ben & Kate Real Estate**, Hanover, MA

- Developed a social media campaign to increase the visibility of local real estate office, improved social media presence on Facebook, Instagram, and Twitter
- Wrote and edited copy for marketing materials such as informational pamphlets

### Skills

Microsoft Word, Microsoft Powerpoint, Microsoft Excel, Proficient in French