

Aaron D. Morden

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Education:

Bradley University

Bachelor of Arts in Communication - Concentration in Advertising, Minor in Marketing

- Summa Cum Laude - Graduate of the Honors Program
- 3.91 / 4.0 GPA
- Dean's List - Fall and Spring semesters ('13 - '16)
- Rising Star Award - Bradley University (all students) - Spring '14
- University of Texas at Austin - Los Angeles - Hollywood Semester program - Fall '15

Peoria, IL
December 2016

Related Work Experience:

Lovely Dove Productions

Intern / Personal Assistant to CEO Laurie Dimakos

- Conducted thorough research in regards to potential clients and vendors for promotional events
- Arranged informative meetings with potential clients and vendors
- Worked extensively with Microsoft and Google programs to effectively develop, share, and edit projects
- Produced reports for potential vendors and determined possible methods of sponsorship and branding

Chicago, IL
June - August 2016

Lionsgate Entertainment

Intern - Creative Services, AV

- Assisted with the creation of domestic marketing strategies for DVD/Blu-Ray and digital releases
- Identified high impact clips from Lionsgate properties for marketing initiatives
- Coordinated with managing editors to create copy and taglines for promotional campaigns
- Managed general office tasks such as photocopying, planning email blasts, and analysis of films

Los Angeles, CA
September - December 2015

Heroes & Villains Entertainment

Intern / Receptionist / Personal Assistant to Company Partners

- Covered and critiqued potential scripts for further review by company partners
- Organized and helped maintain the front desk by answering incoming and outgoing calls
- Aided company partners to pitch possible script materials for subsequent TV/film development
- Organized and coordinate schedules and meetings, as well as aided in maintenance of email contacts

Los Angeles, CA
August - December 2015

Bradley University Late Night BU

Graphic Designer / Marketing Supervisor

- Worked with event planners to better understand themes and objectives for each event
- Created all print and online advertising campaigns for monthly events within Adobe Creative Suite
- Designed and laid out all social media pages for events

Peoria, IL
December 2014 - May 2015

The Scout (Bradley University Newspaper)

Advertising Representative

- Contacted potential clients on a daily basis to negotiate ad sales agreements
- Prepared the layout and position of ads in the paper
- If needed, produced original ads for clients in Adobe Creative Suite

Peoria, IL
December 2014 - May 2015

Additional Skills & Work Experience:

Classic Cinemas - Charlestowne 18

Promotions Assistant / General Staff

- Planned and executed unique promotional events and activities for film releases
- Collaborated with management to create promotional plans tailored to specific film releases
- Operated and managed cash registers, the purchase of tickets, as well as the serving of popcorn / concessions
- Provided friendly and helpful customer service for all guests

St. Charles, IL
March 2017 - Present

Programs and Tools

- Microsoft Office 365 (Word, Excel, PowerPoint, Outlook) for Mac and PC
- Google Drive (Gmail, Docs, Slides, Sheets)
- Adobe Creative Suite CC 2017 (Photoshop, InDesign, Illustrator)
- AVID Media Composer Version 8.6 (Audio Editing and Mixing)

Skills

- Accomplished presentation skills (background in Theatre and Speech)
- Proficient understanding of social media platforms for both personal and promotional purposes
 - Facebook, Twitter, YouTube, Snapchat
- Strong leadership and team skills from youth organizations
 - Boy Scouts of America - Eagle Scout rank achieved December '13
 - The Agency (Bradley Advertising Club) - Secretary (Fall '14 - Spring '15)
- Project management and logistics coordination