



CONTACT

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🌐 mohoeft.com

SKILLS

- Creative Strategy
- Branding & Identity
- Concept Development
- Art Direction
- eLearning Development
- Copywriting
- Social Media Marketing
- Web Design
- SEO, SEM, & Web Analytics
- Adobe Creative Suite
- Microsoft Office Suite

EXPERTISE

- Non-profit & Association Marketing
- Ethical Storytelling
- Team & Client Management
- Audience Development
- Event Planning
- Organizational Restructuring

MORGAN HOEFT

Committed to enhancing brand impact by cultivating ethical storytelling into your philanthropic strategies.

PROFESSIONAL EXPERIENCE

Creative Content Coordinator

REALTOR® Association of Sarasota & Manatee | Nov 2023 – Present

- Created an enhanced visual brand identity for the main brand & 5+ sub-brands.
- Implemented visual marketing strategies for cross-functional channels to engage members, sponsors, board of directors, & staff.
- Managed vendor coordination for print & media productions.
- Event photography and graphics
- Guided new strategic efforts for annual marketing KPI's.

Associate Creative Director

Moonshine Creative Group | Sep 2021 – Aug 2023

- Led a creative team that worked with 8+ non-profits & associations.
- Edited & approved 1200+ creative assets for websites, educational toolkits, blogs, social media content, & video scripts leading to a 70% increase in engagement.
- Streamlined processes between the creative team & clients, increasing production by 30%.
- Presented innovative concepts to clients in 400+ hours of consultation.

Administrative & Marketing Director

Performance Distributors Inc. | Sep 2020 – Sep 2021

- Launched and crafted content for new distributor website through Wordpress
- Executed all marketing campaigns for residential & commercial clients.
- Managed sales team with lead distribution & customer management.
- Evaluated competitor trends to adjust marketing and sales strategies.
- Managed all office and HR responsibilities including handling customer, distributor, & employee complaints.

eMedia Intern

Great Dane of Savannah | Sep 2018 – Sep 2020

- Created instructional online training course content for internal teams.
- Executed script writing, graphic design, animation, & video production.

Marketing Consultant & Graphic Designer

Freelance | Sep 2016 – Current

- Creating a brand image and overall strategy to meet client goals.
- Crafted long-term strategic goals with 3+ startups and 2 upcoming non-profits.

EDUCATION BACKGROUND

B.F.A. in Advertising & Branding

Savannah College of Art & Design | Concentration in Art Direction