Morgan L. Keller

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EDUCATION

Loyola Marymount University   July 2010
MBA – Entrepreneurial Studies concentration

University of Southern California   May 2006
Marshall School of Business   *Viterbi School of Engineering*
B.S., Business Administration   Web Technologies and Applications minor
Advertising and Promotion Strategy concentration

WORK EXPERIENCE

AfterHours Agency   Los Angeles, CA
Owner/Manager   October 2010-Present
- Develop and maintain food blogger WordPress site that gets over 1M pageviews/month
- Shoot/edit/finish regional ad campaigns
- Design and develop HTML5 banners
- Creative direct out of home advertisements seen by hundreds of thousands of people

Indie Brewing Company   Los Angeles, CA
Owner/Manager   November 2014-Present
- Develop and execute marketing campaigns based on current promotions, holidays, festivals, retailer support and beer releases
- Manage team of nine employees that operate brewhouse and tasting room
- Own relationship with local and regional distribution partners
- Develop and implement standard operating procedures

Saatchi & Saatchi Los Angeles   Los Angeles, CA
Freelance Senior Integrated Producer   June 2015-February 2016
Senior Integrated Producer   May 2013-October 2014
Integrated Producer   February 2011-April 2013
- Produced all launch media for Camry Launch including high-profile Super Bowl homepage takeovers
- Managed team of 11 (producers, content managers, production artists) to re-launch all Model Landing Pages for the new toyota.com
- Produced August Sales Event microsite. This included a custom content management system and active reporting to assist sweepstakes management.

Hooky Interactive   Los Angeles, CA
Senior Producer/Project Manager/Technical Lead   February 2010-February 2011
- Produced a fan art gallery application for ABC's LOST (abc.go.com/shows/lost/fan-art-wall)
- Produced the redesign and development of Disney's Mickey Mouse (mickeymouse.com)
- Created a scoring API for FOX's Glee-N-A mini-games (fox.com/glee/glee-n-a/)
- Developed back end, admin interface and advanced API for South Park's cross-platform (web, mobile browser, android, iOS) Avatar Creator (southparkstudios.com/avatar/)

TBWA\TEQUILA\ - TBWA\Chiat\Day   Los Angeles, CA
Interactive Producer   July 2007-February 2010
- Lead Producer on re-design and re-launch of Gatorade.com
  - Responsibilities include generating timelines and estimates for all production, cross-functional coordination, and ensuring project is on-time and on-budget
- Worked with the Director of Creative Technology to develop growth strategy and technical infrastructure for video production department
- Produced multiple rich and non-rich media banner campaigns, managing both in-house and outsourced production simultaneously (Nissan and Infiniti)
- Produced the first in-banner Papervision 3D driving simulator (Nissan Murano)

TBWA\TEQUILA   Los Angeles, CA
Associate Producer   June 2006-July 2007
- Produced over 50 e-mail campaigns (Nissan and Infiniti)
- Produced hundreds of banners for Sales Events and monthly campaigns (Nissan/Infiniti)
- Programmed award submission websites (Nissan and Infiniti)
- Assisted development of rich media campaigns (Nissan)

University of Southern California, Institute for Justice and Journalism   Los Angeles, CA
Web Developer   August 2003-June 2006
- Developed and implemented a system for fellows to electronically submit projects that will automatically be posted to the Internet
- Worked with program directors to improve the website and make their visions a reality

LEADERSHIP + INTERESTS

Changeist (formerly Big Citizen Hub)   Los Angeles, CA
Board Member   2015-present
- Advise general organization operations
- Develop comm training for the organization's group of mentor and student "storyists"
- Organize and manage yearly fundraising event

Playing with my boy+girl twins	Scuba Diving	Arduino	Craft Beer
Tiki	Tennis	Iceland	Woodworking + Welding

SKILLS

Proficient in the following software programs:

Photoshop	InDesign	Slack
Illustrator	Premiere/Rush	After Effects

Programming Languages/Libraries/Platforms:

HTML5	WordPress	Javascript/jQuery	SQL
PHP	CSS/SASS	Amazon Web Services	Facebook/Instagram advertising
	Google AdSense/Analytics	Google Analytics	