

Morgan Chisholm

Interactive Media Enthusiast | Relationship-Oriented Professional

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Education

Elon University — **B.A. in Strategic Communications & B.A. in Communication Design** | *May 2023*

Professional Experience

Legal Assistant | Social Media & Content Coordinator, Whistleblower Partners | *January 2025-Present*

- Developed and executed multi-platform content strategies across LinkedIn, Blog, Instagram, and Bluesky
- Collaborated with attorneys to produce timely, engaging, and compliant posts
- Worked with our PR coordinator to develop content strategies and media outreach with national news outlets
- Maintained website content via WordPress, managing a migration from Squarespace
- Acted as first point of contact for client inquiries and coordinated intake through Clio

Office Assistant, Truitt Center, Elon, NC | *August 2022-October 2023*

- Collaborated with the Administrative Supervisor to schedule meetings, coordinate events, & maintain project timelines.
- Engaged with guest to provide information about the Truitt Center during office hours and religious events and ceremonies ensuring their experiences were unforgettable.

Interfaith Intern - Media Manager, Truitt Center, Elon, NC | *August 2021-May 2022*

- Successfully executed religious celebrations and festivals, attracting an average of 100 attendees per event.
- Managed Truitt Center's Instagram account, increasing engagement by 20% within three months.
- Maintained and managed Truitt Center Blog. Wrote, edited, and posted 1-2 blogs per week.
- Created and designed promotional print materials, leading to a 15% increase in event awareness and participation.

Client Work

Research Lead, The Maker Hub, Elon, NC | *2023*

- Conducted 60+ individual interviews to gather user insights for improving The Maker Hub's services, resulting in raised user engagement and satisfaction.
- Analyzed and documented responses, identifying key sentiments that led to 3 improvements in their offerings.

UX/UI Design & Copywriting, Petals & Paws, Elon, NC | *2022*

- Designed and prototyped a comprehensive website and mobile app using Figma.
- Created wireframes, mockups, and interactive prototypes.
- Finalized written copy to ensure cohesion and effective/clear communication of site's purpose and value.

Awards

• **Strategic Communication Student of the Year Award**, Elon University, NC | *2023*

- Recognizes outstanding personal and professional achievements by graduating seniors who have demonstrated through consistent performance extraordinary knowledge and ability in their areas of specialization, and have made significant contributions to the School of Communications and the major.

• **Omicron Delta Kappa Award**, Elon University, NC | *2023*

- Elon University celebrated the achievements of top student leaders during the annual leadership awards program sponsored by the national leadership honor society, Omicron Delta Kappa.

• **AEJMC Best of Digital** — Second Place, The Chronicler Web Design | *2023*

- The "Best of the Web/Best of Digital" Competition is an annual Web and app design contest co-sponsored by the CTEC and VISC Divisions of the Association for Education in Journalism & Mass Communication.

Technical Skills

Proficient in Microsoft Office Suite (Outlook, Word, Excel).

Experienced in Adobe Creative Cloud (Illustrator, InDesign, Photoshop), Figma, and Canva for media production.

Proficient in Wordpress, Oxygen builder, elementor, webflow, and willing to learn web development softwares

Knowledge of HTML, CSS, and JavaScript basics for web content creation as well as Unity for game development.