

DAVID MORGAN

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STRENGTHS

Digital Marketing Expert: Skilled in leveraging data and analytics to produce SEO-focused content, driving half a million website visits per month

Growth Mindset: Able to pivot marketing strategies and launch new product-focused social media channels, gaining 350K+ organic followers in less than a year

Skilled Project Manager: Lead internal and external teams to produce hundreds of YouTube videos in multiple languages, generating millions of views

PROFESSIONAL EXPERIENCE

Creative Director, CyberLink | Los Angeles, CA

December 2018 – Present

- Provide creative direction on consumer products, marketing, and advertising for video, photo, and audio software and apps
- Develop long-term digital marketing strategies across multiple channels
- Manage and strategize SEO blog article creation from topic development through publishing
- Conceptualize new products and provide guidance to development and communication teams for product launches and life cycles
- Serve as a brand storyteller and ambassador for promotional opportunities, including press interviews, conferences, and collaborations

Media Arts Professor, Art Institute of California-Orange County | Santa Ana, CA

September 2017 – December 2018

- Taught students all facets of film production from pre to post including software training on Cinema 4D, After Effects, Lightroom, Premiere Pro, Illustrator, InDesign, Photoshop
- Created and continually refined syllabi, lesson plans, and assignments in Brightspace
- Served as Team Lead on VFX & Motion Graphics Semester Conversion Team to transition the curriculum, course design, program structure from a quarterly to semester schedule

University Lecturer, Henan University of Technology | Henan, China

August 2015 – June 2016

- Taught students in film production, history, aesthetics and theory
- Created syllabi and lesson plans to meet Aberystwyth University Transfer Abroad Program Standards
- Created graphic-centric visual lessons and presentations to help bridge language barrier and improve student learning

Contract Director, Producer & Marketing Consultant (Various Clients)

November 2014 – June 2017

- Directed Prime Emmy-winning New Media Series Acting Dead for Leonian Pictures
- Marketing consultation and production for G5 a predictive marketing SaaS company leveraging AI and financial technology company FileThis, Inc
- Produced marketing videos and ads for MEDIASHIFT Technologies, Inc. a digital advertising solutions company and OnCam a live group video chat app

Sr. Marketing Manager, Nero, Inc. | Glendale, CA

September 2010 – October 2014

- Recruited, hired, led marketing and production teams in producing 500+ videos in multiple languages, eight go-to-market new product launches, and numerous marketing campaigns
- Managed YouTube and Facebook social media team generating millions of views and audience growth by leveraging insights and analytics to enhance marketing content
- Developed and oversaw promotional and advertising campaigns across multiple channels

EDUCATION

MFA, Directing, The American Film Institute; Los Angeles, CA

BA, Film & Video, Columbia College Chicago; Chicago, IL