

Morgan Nugent

morganugent@gmail.com | [LinkedIn](#) | [Portfolio Website](#)

Digital Marketer and Illustrator with expertise in SEO Optimization, Website Design, PPC, lead generation, social media management, and brand storytelling. Proven ability to increase engagement by 3000% and increase revenue by 400% over through data-driven campaigns. Passionate about blending creativity and analytics to build inclusive, engaging brands.

EXPERIENCE

SEO Blog Writer

Kirke Social – Remote

(April 2024 – Present)

- Wrote and optimized blog content that **improved organic traffic by 200%** within 1 month
- Implemented on-page SEO best practices including meta tags, headers, alt text, and internal linking to enhance visibility and crawlability. Used **Google Analytics** and **Search Console** to monitor performance.
- Optimized blog content for **AI discovery**, achieving #1 rankings on Google and Bing, earning **featured snippet** placements, and prompting recommendation by AI tools like ChatGPT and Microsoft Copilot for primary keywords

Digital Marketing Specialist

Hex Appeal Hair Studio – Chicago, IL

(January 2025 – Present)

- Increased average **follower growth by 1500%** and average **engagement rates by 3000%** across Instagram, TikTok, Facebook, LinkedIn, and Bluesky within one month.
- Launched the **TRANSaction Fund**, creating an online application system and donation **outreach strategy**, resulting in the first scheduled TRANSaction haircut.
- Designed an optimized website for **SEO/organic engagement**, improved UI design, and a strengthened brand identity, resulting in a **user acquisition increase of 392%**, **traffic increase of 410%**, and **revenue increase of 400%** in 4 months.

Co-Founder, Digital Marketing Specialist

Home Pitch Creative Marketing Agency – Chicago, IL

(January 2025-Present)

- Co-founded a startup agency delivering digital marketing services and educational support to **10+ local businesses** across creative and non-traditional industries
- Designed and optimized **4+ websites** using Wix, Squarespace, and WordPress; implemented on-page SEO best practices (meta tags, headers, alt text, internal linking) and leveraged Google Analytics & Search Console for performance monitoring
- **Increased client revenue by 2x–4x** within 3 months through strategic SEO implementation, content optimization, and data-driven UX improvements

PROJECTS

[Morgan-shae.com](#)—*Personal Branding Project (February 2025)*

- Designed and launched a personal website, driving a **25% increase** in traffic through **SEO optimization** and social media integration.

Roggenart Cafe & Bakery—*Cold Foam Product Launch (December 2024)*

- Pitched the idea of a new product, led the rollout, resulting in Strawberry Cold Foam Matcha now being the **#2 bestseller**.

The Kennedy—*Community Coffeehouse Nonprofit (January 2024)*

- Founded a community coffeehouse event, attracting **80-100 attendees** and raising \$300 for PCRF, a donation then matched by Starbucks at a 1:1 ratio.

TikTok Content Creation – *19K Followers (December 2020—May 2021)*

- Built a TikTok presence from scratch, creating engaging content that resonated with a niche audience.
- Grew the account to **19,000 followers** with a peak engagement rate of **12%**.

AzureLilyShop—*Custom Clothing & Skateboards on Etsy (February—May 2021)*

- Achieved **300 sales** in 3 months, earning **\$14k** in profit and **Etsy Best Seller** status through targeted marketing and branding.

EDUCATION

DePaul University, Driehaus College of Business – Chicago, IL

Graduated March 2025

Bachelor of Science in Marketing, Concentration in Digital Marketing

Bachelor of Arts in Art, Minor in Illustration

Relevant Coursework: Digital Marketing & Analytics, Consumer Behavior, Social Media, Analytical Sales

CERTIFICATIONS

Google Skillshop: Google Analytics 4

LinkedIn Learning: Digital Strategy, Marketing Attribution, User Experience, Generative AI

SKILLS

Design: UI/UX Design, Adobe Creative Cloud (AfterEffects, Illustrator, InDesign, Photoshop), Canva, Procreate, Wix, Squarespace, Wordpress

Marketing Tools: SEO, SEM, Social Media Strategy, Buffer, Bluesky, GA4, Google Business Suite, HubSpot, SEMRush, Sprout Social

Technical Skills: Python, Salesforce, Microsoft Office, CapCut, Tiktok