

## **Executive Summary**

### **Morgan Bryant**

In May 2021, I will receive my Bachelor of Arts in journalism from the Fulbright College of Arts and Sciences at the University of Arkansas. As a journalism major, I have emphasized advertising and public relations. I am also double minoring in marketing and political science. During my time at the University of Arkansas, I have been able to gain work experience in social media management, graphic design, video editing and sales.

I plan to combine my creative abilities with my business skills and utilize them to develop and grow brands. I have learned how to create strong and meaningful advertising campaigns in my advertising and public relations classes. I have learned how to segment markets and understand the demographics that make up those individual segments in my marketing classes. I have already practiced using some of these skills for the social media pages I manage.

I have had many professional opportunities to sharpen my creative and business skills. In summer 2019, I interned for Williams-Crawford Advertising. There, I created graphics for local businesses' social media advertising. In summer 2020, I helped rebrand and design new labels for Bryant Preserving Company. I am also a viceroy for Barstool Sports. As a viceroy, I develop content to post on the Barstool Arkansas social media pages. I have over 40,000 followers on the Twitter and Instagram pages combined.

I also have experience in sales. I served as the T-shirt chair of my fraternity during my sophomore year. I developed dozens of designs and sold over 1,800 units over the year. Last year, I created a vintage Arkansas Razorback merchandise business on Instagram (@retrobackshop). Between November and January, I sold over 20 products. I was a student representative for Bearded Goat clothing, where I used my personal social media pages to advertise the company's products. I am also a brand representative for Lifestylez Tours. As a representative, I sell college ski trips to students.

As a content creator, I have been making promotional graphics for fraternity events and businesses in the area. I also film and edit videos when I have the time. I learned how to work with higher quality cameras and film equipment in my Sports TV Production class. I also had the opportunity to strengthen my photography skills by shooting at an Arkansas Razorback football game.

In summer 2019, I had the opportunity to study abroad in the small town of Paderno del Grappa, Italy. There, I studied global economics and basic Italian. As a study abroad student, I was able to learn a lot about myself and the world we live. I grew as an individual and as a leader in this trip. I strengthened my communication and problem-solving skills through the daily obstacles I faced as a student in a foreign country.

I am a content creator, social media manager and a businessman. I know how to use my creativity and impact a business, but I also know that I have room to grow.

For more information about me, please visit my LinkedIn page:  
<https://www.linkedin.com/in/morgan-bryant-2630b3197/>

To view my full portfolio, visit <https://www.mbbryant.com/>.