

Morgan Loeb

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EDUCATION

Northeastern University, D'Amore-McKim School of Business	Boston, MA
<i>Candidate for Bachelor of Science in Communication Studies and Business Administration</i>	May 2026
Concentration: Marketing	GPA: 3.6
<i>Activities:</i> Entrepreneur's Club, The Fashion Society, SPOON	
John Cabot University	Rome, Italy
<i>Semester Study Abroad</i>	August 2022 - December 2022

WORK EXPERIENCE

Hungrygirlmo LLC	Miami, FL
<i>Owner</i>	December 2020 - Present
<ul style="list-style-type: none">Launched and managed my own Instagram food blog driven by a genuine love for food and a strong passion for social media content creation and marketingProduce, film, edit, and publish high-quality photo/video reviews and recommendations for restaurantsRegularly invited to dine at restaurants to create engaging, informative content and promote each establishmentDeveloped a strong online presence with over 5000 followers on Instagram	
GROOT Hospitality	Miami, FL
<i>Marketing Intern</i>	May 2023 - August 2023
<ul style="list-style-type: none">Consistently produced, filmed, edited, and posted a minimum of 5 TikToks, Instagram stories/posts/reels per week across all GROOT platforms, enhancing brand visibility and audience engagementUtilized DASH Hudson to gather valuable insights and assess the effectiveness of influencer-generated contentCurated influencer, restaurant, and talent lists, and developed a calendar for major events in the greater Miami area, optimizing content planning and promotional effortsEngaged in the entire content creation process during photo and video shoots, from ideation to creating mood boards to post-production, resulting in captivating and informative video contentConducted daily visits to restaurants to capture live footage, ensuring timely and engaging content deliveryContributed innovative ideas for marketing strategies, events, and promotions, collaborating closely with the marketing team to drive brand growth for all venues	
The Skin Bitches	Miami, FL
<i>Social Media Marketing Manager</i>	May 2021- October 2021
<ul style="list-style-type: none">Collaborated with owners in the development of a startup beauty brandEstablished the company's online presence using Shopify by developing and maintaining the websiteManaged Instagram and TikTok platforms by creating and uploading content weekly to increase brand visibility	
National Council of Jewish Women	Miami, FL
<i>President</i>	August 2018 - May 2020
<ul style="list-style-type: none">Spearheaded annual fashion show and other fundraising eventsFacilitated weekly meetings to strategize and plan events with general membersOrganized and guided meetings with venues, caterers, clothing stores, and models for event sponsorshipGathered donated live and silent auction items, in addition to generating funds through ticket sales and donations	

SKILLS & INTERESTS

Skills: Marketing Strategies, Digital Marketing, Brand Management, Content Creation, Microsoft Office, Google Drive, Canva, Shopify, Communication Skills, Leadership, Creative Thinking, Time Management, Problem Solving, Advanced Writing Skills, Public Speaking, Intermediate Spanish, Beginner Italian

Interests: Hospitality, Fashion, Lifestyle, Wellness, Beauty, Photography, Social Media