

# Morgan Hayward

419.308.1349 | [morgan@haywardcreative.com](mailto:morgan@haywardcreative.com) | Eugene, Oregon | [haywardcreative.com](http://haywardcreative.com)

## EDUCATION

University of Toledo, Toledo, OH

December 2017

### **Master of Education**

Concentration in Educational Technology

University of Toledo, Toledo, OH

May 2013

### **Bachelor of Fine Arts**

Concentration in New Media

Magna Cum Laude, Departmental Honors

## EXPERIENCE

Hayward Creative, Eugene, OR

June 2021 - Present

### **Owner, Independent Freelancer**

After many incredible years as an in-house graphic design and marketing professional, in the summer of 2021, I began working independently with clients as a full-time freelancer. I create web assets and digital and print designs for clients that have a powerful mission and a positive impact on our physical and social world.

Major Projects:

- [University of Michigan Impact Report](#) - Interactive web design that showcases the impact of Fast Forward Medical Innovation and their funding programs, educational offerings, and industry connections that positively impact human health.
- [Good Dog Farm Product Brochure](#) - Full logo, branding, and marketing package for Good Dog Farm, a microgreens company.
- [Vegas Gaming Academy Marketing Flyer](#) - Established branding for 2022 digital marketing campaign, including social ads.
- [Smart Havens Africa Annual Report](#) - High impact brochure to obtain future funding and partnerships.
- View all projects at [haywardcreative.com/projects](http://haywardcreative.com/projects)

University of Oregon

Division of Global Engagement, Eugene, OR

July 2020 - June 2021

### **Assistant Director of Communications**

In leading the Division's marketing and communications team, I developed comprehensive, strategic communications, implemented systems, and designed solutions that support international and domestic students, faculty, alumni, donors, industry partners, and the international research community.

Major Projects:

- Development and launch of new initiatives in response to global travel restrictions and reallocation of resources, including [#NoPassportNeeded](#), [#NoVisaNeeded](#), and [Global Leadership Challenges](#)
- Multimedia web release and marketing: [Navigating Study Abroad in 2021](#)
- Management of website migration, re-design, and upgrade of [Global Education Oregon](#) website
- Engage in crisis management communications through the Incidence Management Team and external media, such as [The Wall Street Journal](#)

## EXPERIENCE CONTINUED

University of Oregon

Division of Global Engagement, Eugene, OR

August 2019 - June 2020

### **Multimedia Marketing Specialist**

I developed and executed design and multimedia content, including graphics for digital and print use, videos, and other written or visual content supporting the Division's and the Provost's priorities and initiatives.

Major Projects:

- Content creation and design of online immersive story: [Pursuing a Global Education](#)
- Design of the [Educational Opportunities for International Students](#) brochure
- Design of the [International Cultural Service Program](#) brochure
- Creation of study abroad promotional incentive campaigns: Refer-A-Friend and Discount Giveaway

University of Michigan

Medical School Office of Research, Ann Arbor, MI

June 2016 - August 2019

### **Multimedia Marketing Specialist**

I created digital media and communications for professional development opportunities for the University of Michigan, directly supporting biomedical researchers across the Medical School research enterprise. I supported many different research units within the Office of Research, and together, our work impacted hundreds of U-M researchers working on the latest innovations and clinical trials determining the future of medicine.

Major Projects:

- Design and implementation of the [Medical School Office of Research website](#) and the [Research A-Z website](#)
- University of Michigan Medical School Office of Research [Faculty Recruitment Brochure](#)
- Organize and facilitate annual events with campus and community partners, including Researchpalooza, Communicating Science Seminar Series, Distinguished Faculty Lectureship, and the NCRC Expo

University of Toledo

Ritter Planetarium, Toledo, OH

June 2013 - May 2016

### **Multimedia Designer**

I was the lead designer for instructional programming. I specialized in the creation of 3D computer-generated graphics for digital, educational planetarium films. I also assisted in outreach and fundraising efforts to make the in-house production model sustainable for an international audience.

Major Projects:

- [The Discovery Channel Telescope & the University of Toledo](#)
- [Shining Light on the Stars: The Hertzsprung-Russell Diagram](#)
- [Children's Film: Santa's Secret Star](#)

## PROFICIENCIES

- Design print and digital materials customized to each client's unique story and brand
- Create and implement well-informed communications and marketing plans
- Manage website identity and brand, including design, navigation, and improvement of user experience
- Oversee and mentor team members on design and marketing best practices
- Respond to media inquiries, conduct interviews, and work with external journalists
- Collaborate with leadership and stakeholders in support of current and future needs
- Strategize engagement with audiences via social media and stay informed of current best practices
- Directly engage with target audiences to identify areas for growth and inclusion
- Manage budgets and engage in financial planning with finance staff and negotiate contracts with vendors
- Skilled in the current versions of the Adobe Creative Cloud, Microsoft Office, Drupal, WordPress  
Google Analytics, Constant Contact, MailChimp, Qualtrics, Smartsheet, and Wrike