

# Chantay Morgan

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## PROFESSIONAL EXPERIENCE

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### Arctic Wolf

Nov. 2022 – Oct. 2022

*Marketing Operations Specialist*

*(Remote)*

- Owned and optimized 500+ global Marketo and ON24 webinar and event programs, driving demand generation for Field and MSP Marketing teams while contributing over \$10M in influenced pipeline through scalable campaign execution.
- Served as a trusted advisor and ON24 platform lead, empowering field marketers, partners, and sales teams through hands-on training, troubleshooting, and process improvements that boosted campaign performance and platform adoption.
- Built and managed landing pages, emails, and campaign workflows for field and customer success events including executive dinners, meetups, happy hours, and tradeshow, delivering a seamless registration and post-event experience.

### BuySafe

Feb. 2021 – Jun. 2022

*Marketing Specialist*

*(Remote)*

- Worked closely with product management, design and sales to create blogs, landing pages, email newsletters, social media content, and marketing collateral for a variety of channels in the e-commerce industry.
- Led a team of freelance writers to develop content for the company blog, including articles, e-books, and case studies.
- Executed B2B influencer campaigns with Shopify YouTube influencers, including a successful Cyber Monday initiative that directly increased sales by 23%.

### Personify A2Z Events

Nov. 2017 – Jan. 2021

*Digital Marketing Coordinator*

*Columbia, MD (Hybrid)*

- Designed, developed and implemented email marketing automation campaigns for clients through Salesforce Marketing Cloud to drive sales and increase awareness for event exhibitors and attendees.
- Boosted revenue and mobile app adoption for event management clients through targeted promotional email campaigns including growing mobile app adoption by 123% for a tradeshow client.
- Wrote high-converting email copy, created graphics and updated mobile app landing pages working within the client's brand guide using HTML, Canva, Branch, Adobe Photoshop and Illustrator.
- Used Google Analytics to report sales, user engagement, and provide clients enhancement recommendations.

### Northwestern Mutual

Sept. 2015 – Nov. 2017

*Digital Marketing Manager*

*West Hartford, CT*

- Spearheaded the company's first social media marketing training program coaching over 40 financial advisors and recruiters.
- Created and managed web content, producing short stories to promote on social media channels.
- Coordinated events logistics for multiple fundraising events raising over \$20k for pediatric cancer research.

## EDUCATION

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### Marketo Certification

April 2025

*Adobe Certified Professional - Marketo Engage Business Practitioner*

### Central Connecticut State University

May 2016

*Bachelors of Science, Business Management*

*New Britain, CT*

## SKILLS & INTERESTS

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Marketing automation; demand generation; lead routing; webinar management; Content marketing; ChatGPT; Google gemini; AI; email marketing; influencer marketing; copywriting; editing content creation; content management system; blogging; ON24; Salesforce Marketing Cloud; Marketo; ZoomInfo; Adobe Photoshop; Google Analytics; Canva; Hubspot