

MORGAN GILPATRICK

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CAREER PROFILE

I am a marketing professional with 20 years of experience working for universities, colleges, and non-profits. My expertise encompasses UX/UI, website management, social media, video, photography, and graphic design. I work collaboratively with team members, clients, stakeholders, external partners, and vendors to discover and express an institution's unique voice.

PROFESSIONAL EXPERIENCE

WASHINGTON COLLEGE, Chestertown, Md

Director of Creative Services (2021–2025)

The office of Marketing & Communications serves as the College's inhouse marketing department. As leader of the Web and Graphic Design team, I oversee web, digital, and print projects.

- Managed Washington College's in-house creative team of web and graphic design professionals
- Oversaw design and development of the College's website washcoll.edu (Modern Campus CMS) including redesigning the homepage and development of new templates
- Worked collaboratively with the editorial team on rewriting and reorganizing sections of the website to provide consistent messaging and navigation
- Worked with the Office of Information Technology to launch an intranet site MyWashColl.edu (Pathify)
- Improved photo and brand assets sharing by implementing and overseeing a college-wide digital assets management system (Media Valet)

BOWIE STATE UNIVERSITY, Bowie, Md

Assistant Director of Creative Services (2013–2021)

The office of University Relations & Marketing serves as the university's inhouse marketing department. As leader of the Creative Services team, I oversee the publication of over 500 print and digital projects and the university's 4,000-page website.

- Managed Bowie State University's in-house creative team of web, graphic design, photography, and video professionals
- Lead designer for marketing campaigns, including the launch of the Bowie BOLD campaign in 2019.
- Managed Bowie State University's 4,000-page website bowiestate.edu: BigTree (2013-2017), Modern Campus CMS (2017-2021)
- Worked with web developers and the Department of Education's Office of Civil Rights to improve the accessibility of the University's website by meeting WCAG 2.1 and ADA compliance standards
- Redesigned and re-structured the website to target potential students, enabling them to quickly find information, form a positive opinion of the university, and make the decision to apply
- Worked collaboratively with the writing team to design marketing campaigns for social media, web, television, radio, traditional print outlets, and outdoor media

CENTER FOR APPLIED LINGUISTICS, Washington, DC

Test Team Production Manager (2013)

The Test Team Production Unit developed print and online language assessment tests. I managed the unit's creative team of 3D animators, illustrators, graphic designers, and web developers.

- Develop workshops that trained writers to work in InDesign, eliminating redundant steps in the design phase of test development
- Oversaw implementation of quality standards during the development the online K-12 tests

AMERICAN INSTITUTE FOR CONSERVATION OF ART AND HISTORIC ARTIFACTS (AIC), Washington, DC

Communications Director (2010–2012)

As Communications Director, I managed the association's multiple websites, blogs, and social media accounts; oversaw the production of the peer-reviewed journal; and designed materials for the annual conference.

- Managed AIC's website (Joomla). This site has since been retired.
- Managed social media, photo sharing sites, wikis, and blogs
- Designed all print materials

PRINCE GEORGE'S COMMUNITY COLLEGE, Largo, Md

Creative Services Coordinator (2004–2010)

The college's office of Marketing & Public Relations was comprised of three teams, Marketing, Public Relations, and Creative Services. As leader of the Creative Services team, I oversaw the design and production of all print and online marketing materials, led the creative services team, and developed the creative services budget.

- Formed a creative services team from three previously independent design units
- Created the college's first comprehensive visual brand standards

THE GEORGE WASHINGTON UNIVERSITY, Washington, DC

Graphic Design Supervisor (2001–2004)

GW Graphic Design and Printing Services was the university's in-house design studio. I managed a 6-person team of junior designers creating print materials such as fliers, brochures, posters, and books for over 300 clients in department across the institution.

EDUCATION

UNIVERSITY OF BALTIMORE, Baltimore, Md

MFA, Integrated Design Program —Web, Video, Print Design (2021)

THOMAS PIWOWAR & ASSOCIATES, Washington, DC

Webmaster Certificate (2001)

UNIVERSITY OF THE ARTS, Philadelphia, Pa

BFA Painting (1984)

SOFTWARE

DESIGN/MOTION GRAPHICS

Adobe Creative Suite

Acrobat (Accessible Documents)

After Effects

Bridge

Firefly

Illustrator

InDesign

InCopy

Photoshop

Premiere Pro

Procreate

TV Paint

WEB

Big Tree

Cold Fusion

Joomla

Modern Campus CMS

Pathify

Shorthand

Wikipedia

WordPress

SITE MAPPING/ANALYTICS

Google Analytics

Miro

DAM

Media Valet

ADMINISTRATIVE

Keynote

Microsoft Office

MS Excel

MS PowerPoint

MS Teams

MS Word

PROJECT MANAGEMENT

Lytho

Smartsheet

Wrike

Workzone
