

MORGAN GILPATRICK

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PROFILE

A marketing and communication professional with over 20 years working for higher education and non-profits. My expertise encompasses graphic design and illustration, social media, writing and editing, video creation and editing, photography, and website management.

EXPERTISE

Brand Management

- Managing the visual brand for Washington College, Bowie State University, American Institute for Conservation, and Prince George's Community College
- Creating messaging consistent with an institution's identity and voice for print, social, web, and video

Marketing

- Managing social media platforms including Facebook, Instagram, and LinkedIn
- Promoting events including festivals, concerts, galas, grand openings, and town hall meetings
- Designing brochures and fliers, newsletters, ads, social media posts, video, websites, signage, flagpole banners, and art director for the *Washington College Magazine*

Administration

- Responding to all requests and maintaining communication until a request is completed
- Working collaboratively with staff, stakeholders, external partners, and vendors
- Maintaining records of projects, photographs, and vendors
- Working as part of a team planning and staffing events
- Identifying long-standing problems and practical solutions

Storytelling

- Writing video scripts and articles for newsletters
- Interviewing neighbors and relatives to record their life stories
- Photographing life and places in Chestertown

Website Management

- Managing websites for Washington College (washcoll.edu), Bowie State University (bowiestate.edu), American Institute for Conservation (aic.org)
- Creating web content, updating old content and responding to help desk tickets and web requests
- Training web editors
- Maintaining web accessibility compliance for both Washington College and Bowie State University's websites meeting WCAG 2.1 and ADA compliance standards and getting approval from the U.S. Department of Education's Office of Civil Rights

WORK EXPERIENCE

Volunteer (2025–present)

Chestertown Environmental Committee, Chestertown, MD

Designing promotional materials and helping coordinate the Earth Day Festival and the residential compost program

Videographer, Owner (2021–present)

Time Capsule Video, LLC, Chestertown, MD

Creating family history videos of relatives and neighbors

Director of Creative Services (2021–2025)

Washington College, Chestertown, MD

Designing marketing materials and managing the website for the college's in-house marketing department

Assistant Director of Creative Services (2013–2021)

Bowie State University, Bowie, MD

Overseeing all graphic design, photography, video, and digital marketing projects for the university's in-house marketing department, and managing the university website

Test Team Production Manager (2012–2013)

Center for Applied Linguistics (CAL), Washington, DC

Managing a team of designers and illustrators creating language assessment tests for non-English speaking children from kindergarten to 12th grade

Communications Director (2010–2012)

American Institute for Conservation (AIC), Washington, DC

Managing social media platforms, the website, and AIC's international peer-review journal

Creative Services Coordinator (2004–2010)

Prince George's Community College (PGCC), Largo, MD

Overseeing all graphic design projects for the college's in-house marketing department

Graphic Design Supervisor (2001–2004)

The George Washington University (GW), Washington, DC

Overseeing the junior graphic department for the university's in-house marketing department

Art Director (2001–2004)

Cathedral Stone Products, Hanover, MD

Editing the company's monthly newsletter, writing articles, and press releases

EDUCATION

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

University of Baltimore, Baltimore, MD

Webmaster Certificate (2001)

Thomas Piwowar & Associates, Washington, DC

BFA Painting (1984)

University of the Arts, Philadelphia, PA

SOFTWARE SUBSCRIPTIONS AND EQUIPMENT

Adobe Creative Suite

Expertise in industry-standard Adobe design software including Illustrator, Photoshop, InDesign (publishing), Premier (video editing), and Audition (audio) and professional subscription

Computer Equipment

A full digital design home studio with Apple desktop, laptop, iPad

Figma

Professional subscription for Figma (website prototyping and site mapping)

Photo and Video Equipment

Two Panasonic Lumix SII Cameras, Sigma and Panasonic lenses, sound recording equipment, lighting equipment, tripods and lighting stands, trolley and cases for transporting equipment

REFERENCES

Jenny Lee Freeberry

Chair, Chestertown Environmental Committee (CEC)

Relationship: CEC Member (volunteer)

302-753-8191

jennylee09@gmail.com

Mary Alice Ball

Dean of Library and Academic Technology (Retired), Washington College

Relationship: Co-worker/Client

312- 952-2574

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Eric Butler

Director of Account Management, Modern Campus CMS

Relationship: Customer Service Representative for Modern Campus serving Washington College and Bowie State University

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