Morgan Hughley

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Professional Overview

Senior B2B content marketing leader with 10+ years of experience developing high-impact campaigns for consulting, SaaS, and enterprise brands. Proven track record translating complex technical topics into compelling thought leadership and demand-generation content. Experienced leading multi-market strategies, launching ABM campaigns, and producing high-performing digital campaigns that exceed benchmark engagement metrics.

Education

The University of Alabama, Tuscaloosa, AL **August 2020 – May 2022**
Master of Arts, Advertising and Public Relations, Concentration in Marketing Communication Management
4.0 GPA

The University of Georgia, Athens, GA **August 2012 – May 2016**
Bachelor of Arts in Journalism, Public Relations; *Bachelor of Arts*, English/Creative Writing
3.82 GPA, Magna Cum Laude Honors, Phi Beta Kappa Honors Society

Relevant Experience

Slalom Consulting Atlanta, GA **April 2022 – Present**
Content Manager, East Region Lead

- Leads B2B content marketing strategy for Slalom's East region, developing integrated campaigns spanning digital ads, email, OOH, social media, customer stories, videos, thought leadership, event branding, and more
- Partners with subject matter experts to distill technical topics (AI, cloud migration, data, CX, digital transformation) into digestible and compelling marketing narratives
- Built the East region's content production framework, implementing intake processes and workflows that saved marketers 20% of their time a week and increased the average number of campaigns run by 40%
- Produces LinkedIn and display ad campaigns that achieve an average CTR 2X above company benchmarks, while continuously using A/B testing and campaign data to refine and optimize performance
- Owns ABM 1:1 and 1:few content strategies, leveraging intent topics to drive a CTR 4.3X above company benchmarks
- Collaborates with partner and industry marketers to showcase our technology partnerships (Microsoft, Salesforce, AWS) and strengthen positioning across key verticals, including healthcare, life sciences, financial services, retail, and the public sector
- Develops video scripts and storyboards, as well as directs day-of filming for customer testimonials and promotional videos
- Establishes messaging, collateral, and email communications for client events, including the Impossible Factory, a multi-city innovation roadshow that drove $22 million in sourced wins and opportunities
- Responsibly integrates AI tools into content workflows to increase production efficiency and builds custom buyer simulation bots to stress-test messaging before launch, improving targeting accuracy

ConnectPay Foxboro, MA **August 2020 – April 2022**
Head of Content, Marketing Team

- Owned end-to-end content marketing strategy and production for a B2B SaaS company, managing all blogs, ads, press releases, case studies, client stories, webinars, video scripts, website copy, social media, and more
- Drove measurable growth: increased website visits by 48%, cut the bounce rate by 50%, doubled form conversions, and grew LinkedIn followers by 400% in one year
- Led email marketing and nurture campaigns, using A/B testing to increase open and click-through rates across key audiences
- Analyzed data consistently in HubSpot and Google Analytics to shape content strategy and design our content calendar
- Partnered with sales, product, acquisitions, channels, and software development teams to fine-tune inbound marketing efforts, align ConnectPay's brand voice across all departments, and drive marketing qualified leads
- Handled all internal marketing copy, including customer service scripts, investor pitch decks, and employee training videos
- Oversaw the relationship with our growth marketing agency, guiding the team through a website rebrand and SEO campaigns

Alipes Inc. Boston, MA **July 2019 – April 2020**
Digital PR Account Executive, Strategy Team

- Served as the strategic lead and primary client contact in a fast-paced agency environment, responsible for managing project deliverables for well-known healthcare, technology, real estate, and retail brands
- Followed an agile methodology to build unique digital marketing experiences, partnering closely with creative and development teams to execute brand-building campaigns and website builds
- Served as the company's point person for copywriting and editing, both for our own agency and our clients
- Spearheaded public relations efforts, providing media training to clients and pitching outlets to secure media placements
- Handled community management and social listening for Eli Lilly & Company across all social channels (130K+ followers), and managed daily Twitter content for LillyTrials, earning an average engagement rate of 1.16%, 2.3X the industry standard

FedEx Office Corporate Boston, MA **February 2018 – July 2019**
Event Solutions Consultant

- Managed marketing and sales for FedEx Office locations in hotels and convention centers across Boston, coordinating branding for large-scale conventions (30,000+ attendees), including PAX East, Comic-Con, and HubSpot's INBOUND
- Ranked top 13 out of 63 ESCs in the company by utilizing email marketing, sales pitches, and relationship-building tactics to exceed sales goals repeatedly—finished every quarter over 110% to sales plan
- Built and cultivated relationships with the convention center events team and show management, attending all site visits, planning sessions, and pre-con meetings to understand needs, consult on services, and execute branding deals
- Received the Rising Star Award for excellent performance and two Beacon Awards for upholding the FedEx Purple Promise

Classic Luxury Real Estate Santa Rosa Beach, FL **May 2016 – January 2018**
Public Relations & Marketing Specialist

- Pitched and secured media placements on E! News, NBC Today, Architectural Digest, Trulia, Nash Country Daily, and other outlets to publicize the listing of NFL football player Eric Decker and singer Jessie James Decker's estate home
- Increased overall brand awareness and managed online reputation through social media and content marketing campaigns
- In charge of copywriting, editing, and art direction of brochures, flyers, and marketing collateral
- Brainstormed ideas, selected décor, contacted guest lists, and coordinated food vendors for monthly events

Allied Integrated Marketing Atlanta, GA **May 2015 – January 2016**
Warner Bros. Studio & Twentieth Century Fox Intern

- Publicized 30+ major blockbuster films (including *The Martian* and *The Hunger Games*), utilizing grassroots outreach to coordinate promotional events and social media contests with businesses across the Southeast
- Performed research on target audiences and partnered with social influencers to fill advanced movie screenings to capacity
- Ensured event logistics ran smoothly for tastemakers, press, and attendees during screenings, press junkets, and red carpet events
- Compiled written reports for studio executives, detailing the success of each promotion
- One of two interns selected, out of thirteen, to continue the summer internship into the fall semester

Volunteer Experience

Make-A-Wish **March 2019 – Present**
Wish Granter & Volunteer Mentor

- Helps grant the wishes of children with critical illnesses, coordinating wish reveals for family vacations, shopping sprees, celebrity meet-and-greets, backyard makeovers, pet adoptions, and more
- Trains new volunteers on the wish-granting process, working hand-in-hand from the initial wish visit to the wish reveal

Skills & Technical Proficiencies

Content & Marketing Strategy
B2B Content Strategy • Integrated Campaigns • Thought Leadership • ABM • SEO/AEO • Storytelling • Demand Generation

Analytics & Performance
Google Analytics • Adobe Analytics • HubSpot Reporting • A/B Testing • Campaign Optimization • Data Analysis

Platforms & Tools
HubSpot • Salesforce • Pardot • WordPress • Semrush • Mailchimp • Demandbase • Paid Social (LinkedIn)

AI Tools
ChatGPT (including custom GPTs) • Microsoft Copilot • Claude