

Morgan A. Stallings  
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(832) 338-5344

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Dynamic and results-driven marketing and event planning professional with seven years of experience seeking to leverage expertise in strategic planning, project management, and cross-functional collaboration. Proven track record of successfully coordinating high-impact events and driving brand visibility. Adept at managing budgets, negotiating contracts, and ensuring seamless execution from conception to completion. Eager to contribute creativity, organizational prowess, and passion for excellence to enhance the success of an organization's tradeshow initiatives.

- Organizations: American Marketing Association (AMA), Toastmasters International

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### EMPLOYMENT CHRONOLOGY WITH KEY CONTRIBUTIONS

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#### **Caltrol Inc.**

**Marketing Strategist** (January 2021 – April 2023)

**Las Vegas, NV**

As a Marketing Strategist at Caltrol Inc., I was responsible for managing the planning and execution of impactful corporate events to drive brand awareness and engage our target audience effectively.

Selected highlights:

- Planned, executed, and oversaw all aspects of more than 25 tradeshows and corporate events per year, ranging from small-scale seminars to large conventions with budgets exceeding \$1 million.
- Successfully negotiated contracts with vendors, suppliers, and venues, resulting in cost savings of 10% and ensuring seamless event logistics.
- Managed a cross-functional team of subject matter experts, key stakeholders, designers, and account executives, providing leadership and fostering collaboration to deliver exceptional events on time and within budget.
- Utilized data-driven insights to evaluate event performance, gather attendee feedback, and make continuous improvements for future events.
- Maintained strong relationships with industry partners, sponsors, and stakeholders to secure partnerships and sponsorships, increasing event revenue by 15%.
- Developed and managed event budgets, ensuring financial targets were met or exceeded, while optimizing resources to maximize ROI.
- Oversaw all event logistics, including booth design, catering, AV production, transportation, and on-site staffing, guaranteeing a seamless and memorable experience for attendees.
- Implemented post-event analysis and reporting, providing key insights and recommendations for future events.

#### **Axens North America**

**Marketing Coordinator** (November 2018 – June 2020)

**Houston, TX**

As the Marketing Coordinator at Axens North America, my role involved managing the execution of high-impact events to drive brand awareness, fostering industry partnerships, and achieving business objectives while overseeing the strategic development of marketing initiatives.

Selected highlights:

- Spearheaded the integration of virtual components into in-person events, adapting to changing circumstances during the COVID-19 pandemic, resulting in expanded reach and engagement.
- Played a pivotal role in organizing and executing high-impact events and trade shows, resulting in a 30% increase in booth engagement and lead generation.
- Implemented marketing automation tools to streamline lead generation and nurture campaigns, resulting in a 11% increase in qualified leads.
- Developed and maintained relationships with industry partners and associations to drive co-marketing opportunities.
- Collaborated cross-functionally to align marketing efforts with company goals, resulting in continuous brand consistency across the entire Axens digital platform portfolio.

**Reservoir Group**

**Houston, TX**

**Global Marketing Coordinator** (January 2016 – November 2018)

As Reservoir Group's Global Marketing Coordinator, I was responsible for developing the digital marketing communications strategies and coordinating successful end-to-end event management.

Selected highlights:

- Assisted in the development and execution of marketing campaigns, including content creation, email marketing, and social media management.
- Conducted market research and analysis to support the development of marketing strategies and client proposals.
- Coordinated and organized tradeshows, client events, and promotional activities.

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## EDUCATION

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**THE UNIVERSITY OF TEXAS AT SAN ANTONIO**

**San Antonio, TX**

- *Bachelor of Arts, Communications*

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## CERTIFICATIONS

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### NUTRITION COACHING CERTIFICATION

- *National Academy of Sports Medicine, Feb. 1, 2024*
  - *Expires: Feb. 2, 2026*
  - *Relevant skills: Habit change, Nutrition Education*