

Joe Morsello

414 Baker St. Royal Oak, MI 48067

www.joemorsello.com | joemorsello4@gmail.com | 734-558-9356

EXPERIENCE

Local Search Association (Jan. 2013 - Present)
Communications Manager

- Implement two strategic pivot initiatives including an industry wide competition and quarterly meetings amongst industry leaders in major media markets
- Develop, define and educate industry professionals about a concept called “Last Mile Advertising” which we introduced as a new way to talk about local advertising and marketing
- Create original content for various media outlets resulting in the following: 120% increase in average monthly blog article shares; 177% increase in YouTube video views; 256% increase in LinkedIn followers; and almost 100% follower growth on Twitter
- Manage the Association’s webinar series resulting in over 1000 new attendees in 1.5 years
- Earned column and regularly contribute to a well-respected online trade publication
- Produce all conference, membership and association promotions via email marketing, banner ads, sponsored content on third party sites, social media, infographics, PowerPoint presentations, webinars, blog posts, website content, videos, media partnerships and more

Direct Impact (embedded at Ford Motor Company) (Feb. 2011 - Dec. 2012)
Communications Specialist

- Led local messaging and supported corporate communications at two highly contentious Ford manufacturing plants during the 2011 negotiations between Ford and the UAW
- Published self-produced content on a plant website that averaged about 2,500 views per month in a one year period which was more than any other Ford plant website in North America
- Influenced 20% of the plant population to join and participate in conversations on a private Facebook group that became the benchmark for all newly launched plant groups
- Introduced a monthly plant newsletter and of 417 employees surveyed, 60% said it was the most effective way to learn about the plant which was second only to face to face meetings

Freelance Web Design (Aug. 2010 - Present)
Designer and Writer

- Helped private practice psychologist more than double her clientele by developing a SEO optimized website with a first page Google rank when “psychologist Birmingham, MI” is searched
- Redesigned a student group’s website at Michigan State University, improved social media visibility on the site and helped the organization improve online reputation
- Offered clients marketing/advertising consultation regarding website visibility, social networking, brand reputation, consistency of voice and information architecture

Fourth Genre Literary Journal (Jan. 2010 - May 2010)
Publishing, Editing and PR Intern

- Engaged the journal’s audience by developing a social media presence on Facebook and Twitter
- Educated the editor on how to create a new web presence by providing a report that included competitive and audience analyses, design principles, sustainability and industry standards

EDUCATION

Michigan State University (2010)
Bachelor of Arts in English with Additional Major in Professional Writing

- English concentration in Creative Writing
- Professional Writing concentration in Digital and Technical Writing