

Morghan Prude

Production & Social Media Specialist

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Eager collaborator and dynamic communicator with a 7+ years in crafting impactful, engaging narratives and fostering meaningful connections with audiences. With a knack for clear and concise writing, I *thrive* in environments where creativity and strategy intersect. My positive and fun attitude infuses every project I touch with energy and enthusiasm. I am result driven results and believe that fostering a vibrant team culture plays a huge role in the messaging of a brand. Whether collaborating on brainstorming sessions, crafting compelling content, or engaging with diverse audiences, I bring a unique blend of creativity, communication skills, and love of strategic engagement to the table!



Skills

- Marketing Communications
- Production Management
- Creativity and Innovation in Content Development
- Proofreading and Concise Copywriting
- Adaptability to New Technologies and Industry Trends
- Time Management and Deadline Adherence



Work History

Nov 2021 - Executive Assistant

Feb 2024

The Walt Disney Company, Glendale, CA

- Crafted actionable and engaging creative notes for scripts, designs, music, and animation, ensuring alignment with the Company's brand narrative and character essence.
- Fostered creative collaboration across more than 10 shows, infusing Company objectives into brainstorming sessions.
- Managed high-volume phone calls and email inquiries, maintaining a professional and engaging tone reflective of Disney's brand image.

- Orchestrated events and contributed to ad hoc projects in music, media relations, and strategy, demonstrating versatility and adaptability.
- Developed and maintained systems to manage multiple overlapping deadlines, ensuring projects stayed on track.
- Implemented strict timetables, meticulously organizing and balancing calendars for three executives to optimize productivity.
- Updated and managed confidential databases and records, ensuring accuracy and confidentiality.

◆ **Nov 2020 - Nov 2021** **Writer's Production Assistant**

Disney Television Animation, Burbank, CA

- Assisted show writing team in maintaining story continuity and conducted comprehensive research to enrich character backgrounds and visual inspirations.
- Actively contributed to brainstorming sessions, pitching compelling storylines, characters, and engaging social media content aligned with Disney's brand ethos.
- Collaborated with a diverse team of eight writers to develop cohesive story arcs, outlines, character dialogue, titles, and captivating social media content.
- Coordinated with animation departments to seamlessly transition scripts to storyboard and production phases, ensuring alignment with creative vision.
- Managed all dialogue elements in coordination with Casting Department and Directors, maintaining consistency and authenticity throughout production process.
- Tracked, filed, and managed flow of scripts and writing materials, optimizing efficiency and organization within department.

◆ **Jun 2018 - Oct 2020** **Production Secretary**

Disney Television Animation, Burbank, CA

- Provided comprehensive administrative support to entire animation department, efficiently handling daily scheduling tasks and fostering seamless communication across teams.
- Tracked and managed multiple deliverables, including designs, audio, and animation, ensuring adherence to project timelines and quality standards.
- Proactively maintained office supplies inventory, optimizing efficiency and productivity within department.
- Coordinated with multiple teams to facilitate communication and collaboration across departments, fostering cohesive work environment.
- Leveraged in-depth knowledge of animation pipeline to effectively track and manage deadlines, ensuring projects remained on schedule.
- Managed over seven calendars and coordinated departmental leadership, demonstrating strong organizational skills and attention to detail.

◆ **Apr 2016 - Oct 2018** **Civilian Acquisition Program Manager**

United States Air Force, USAF, Montgomery, AL

- Collaborated with experienced Acquisition Program Managers to learn and develop skills in managing complex acquisition projects.
- Assisted in planning, execution, and evaluation of multi-million dollar acquisition programs, ensuring adherence to schedules, budgets, and performance objectives.
- Supported development of strong relationships with government stakeholders, industry partners, and subcontractors to facilitate seamless project coordination and communication.
- Participated in comprehensive risk assessments and contributed to implementation of risk mitigation strategies to proactively address potential challenges and minimize disruptions.
- Contributed to all phases of acquisition lifecycle, from requirements definition and source selection to contract negotiation and contract performance.
- Analyzed data and provided insights to support informed decision-making, optimize program outcomes, and streamline processes.
- Coordinated with various functional teams, including engineering, logistics, finance, and legal, to integrate critical project elements and ensure compliance with regulatory standards.
- Assisted in preparation and presentation of briefings to senior leadership, communicating project status, risks, and recommended courses of action.

◆ Jan 2014 -
Dec 2015

Study Abroad Web Manager

Auburn University In Montgomery, Montgomery, AL

Specialized in web layout design and social media management for Auburn University Montgomery campus, maintaining and updating Study Abroad section on AUM Website.

- Generated 40% increase in audience engagement, comments, and followers within 4 month timespan.
- Created and developed advertisements (pamphlets and photo-edited banners and posters) for various Study Abroad programs, ensuring they resonate with target audience and effectively communicate program benefits.
- Managed and curated content for Study Abroad program's social media channels, including Facebook, Instagram, and Twitter, to increase engagement and brand awareness.
- Developed content calendar to schedule regular posts and promotions, ensuring consistent online presence and maximizing audience reach
- Engaged with followers and responded to inquiries and comments on social media platforms, fostering sense of community and providing excellent customer service.
- Monitored social media trends and analytics to identify opportunities for content optimization and audience growth.
- Implemented social media advertising campaigns to promote Study Abroad programs and events, targeting specific demographics to maximize effectiveness and ROI.

- Collaborated with marketing team to align social media strategies with broader marketing initiatives and messaging.
- Utilized social media listening tools to track brand mentions and sentiment, gathering valuable insights to inform future content and engagement strategies.
- Conducted regular audits of social media channels and website performance, identifying areas for improvement and implementing solutions to enhance user experience and engagement.

◆ Jun 2015 -
Sep 2015

Morning Producer Intern

Alabama News Network, Montgomery, AL

- Assisted morning producer with day-to-day production of morning newscast, contributing to content determination and flow.
- Worked with management and on-air staff to generate and write stories, ensuring they align with network's brand and audience preferences.
- Edited interviews into sound bites for newscasts, maintaining high standard of quality and professionalism.
- Monitored police and emergency scanners and electronic/printed sources to identify newsworthy stories, demonstrating keen eye for relevant content.
- Collaborated with reporters, producers, and news sources to gather information and develop sources, fostering strong relationships within industry.
- Managed main news station's Twitter account, tweeting daily updates, breaking news, and engaging content to drive audience engagement and increase following.
- Curated and posted content for various broadcasters' Twitter accounts, ensuring consistency with station branding and messaging.
- Developed social media strategies to promote news stories and increase viewership, leveraging trending topics and hashtags to maximize reach and engagement.
- Monitored social media channels for audience feedback and sentiment, responding promptly to inquiries and comments to maintain positive online reputation.
- Analyzed social media metrics and insights to track performance and identify opportunities for optimization and growth.
- Assisted in creation of multimedia content for social media platforms, including videos, images, and infographics, to enhance storytelling and audience engagement.

◆ Sep 2013 -
Dec 2013

Production Intern

Titmouse Animation, Los Angeles, CA

- Assisted various animation production teams and departments with day-to-day tasks, including origination of animation assets, maintaining accurate records/files, and general office duties.
- Prepared and participated in staff meetings, contributing ideas and insights to enhance project efficiency and creativity.

- Monitored fan interaction online for animated show, tracking audience reactions across social media platforms and forums to gauge engagement and sentiment.
- Reported on audience reactions to production team, providing valuable insights to inform creative decisions and marketing strategies.
- Cataloged and printed fanart submitted by viewers, showcasing fan appreciation for show and fostering sense of community engagement.
- Collaborated with marketing and social media teams to highlight fanart on official social media channels, engaging with fans and promoting user-generated content.
- Assisted in creation of social media campaigns to encourage fan participation and interaction, leveraging fanart as central component of promotional efforts.
- Engaged with fans on social media platforms, responding to comments, messages, and inquiries to maintain positive relationships and enhance show's online presence.
- Contributed to development of social media content calendars, integrating fanart showcases and audience engagement initiatives to drive community involvement and loyalty.



Education

Bachelor of Arts: Mass Communication And Graphic Design

Auburn University-Montgomery - Montgomery, AL