

Morgan G. Schropp

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EDUCATION

The University of Iowa | Iowa City, IA

May 2025

B.A. in Marketing

- GPA: 3.5/4.0
- Dean's List: Spring 2025, Spring 2024, Fall 2022

COURSE HIGHLIGHTS

Digital Marketing

Marketing Research

Introduction to Marketing Strategy

Consumer Behavior

Introduction to Social Media Today

Introduction to Management

WORK EXPERIENCE

Resident Assistant

August 2024 – Present

Mayflower Hall | The University of Iowa Housing and Dining | Iowa City, IA

- Enforced university policies promptly to ensure the safety and well-being of residents
- Strengthened 34+ resident relationships through open communication to address concerns
- Initiated and led themed social gatherings and meetings which enhanced community sentiment

Clubhouse Attendant

March 2023 – Present

Stone Creek Golf Club | Williamsburg, IA

- Produced targeted digital content to promote events and expand customer retention
- Provided customer service to 1-15+ members and public visitors at a time for check-ins and events
- Balanced roles of cleaning, cooking, serving, staff scheduling, and customer requests in a single shift

Multimedia Intern

October 2022 – May 2024

Tippie College of Business | Iowa City, IA

- Photographed more than 10 portraits and events for Tippie Communications
- Archived Tippie magazine materials for future reference using excel
- Curated content for multi-channel use with adobe photoshop

LEADERSHIP EXPERIENCE

Operations Leadership Committee

October 2022 – February 2024

University of Iowa Dance Marathon | Iowa City, IA

- Fundraised \$1,701 towards DM 30's \$1.4 million contribution to the UI Stead Family Children's Hospital
- Instructed leadership committees through 5 emergency protocols via video and in-person presentations
- Painted directional posters to be hung throughout the 24-hour event to inform guests and volunteers

CLASS PROJECT EXPERIENCE

Marketing Research Report for PinSeekers, Tiffin

Fall 2024

Department of Marketing | The University of Iowa | Iowa City, IA

- Developed framework as decision and research problems to guide analysis of 110 survey responses
- Utilized excel to create pivot tables and compare customer awareness and usage of each offering
- Conducted an analysis of customer usage patterns and awareness levels across 3 customer segments

SKILLS: Photography | Content Creation | Microsoft Office Suite, Google, Adobe Photoshop

INTERESTS: Travel | Social Media Analytics | Golf | Attending Live Events | Youth Coaching