

Morgan Munger

Marketing Manager

+1 253-820-2832 | morgan.munger23@gmail.com | [linkedin.com/in/morganmunger](https://www.linkedin.com/in/morganmunger) | Ewa Beach, HI (open to Pacific hours)

PROFESSIONAL SUMMARY

B2B marketing professional with 10+ years of experience owning integrated marketing programs across commercial services, industrial manufacturing, and field services industries. Proven track record driving measurable pipeline and revenue results through SEO, demand generation, ABM, content, earned media, and internal communications. Experienced managing multi-hundred-thousand-dollar event budgets, leading creative teams, and partnering with sales and finance to align marketing investment to business priorities. Operates effectively as a generalist with broad ownership scope in lean, high-accountability environments where marketing directly supports revenue growth.

CORE COMPETENCIES & TECHNOLOGY

Marketing Strategy: Integrated marketing, demand generation, ABM (1:1 and 1:few), content strategy, brand management, customer marketing, marketing operations, new customer onboarding, customer journey development, vendor management, RFP development, cross-functional team leadership.

Demand Gen & Automation: Marketing automation, lead generation, lead scoring, lead routing, email marketing, drip campaigns, reengagement campaigns, reputation management, Pardot, HubSpot, Salesforce Marketing Cloud, ZoomInfo

CRM & Analytics: Salesforce (Certified Admin), Salesforce Sales Cloud, Salesforce Lightning, database and reporting development, data analysis, ROI reporting, KPI development

Communications: Internal and external communications, copywriting, content marketing, editorial calendars, public relations, earned media, executive thought leadership, employee communications.

Digital & Search: SEO, AEO, GEO, SEM, paid search, keyword research, landing page optimization, Google Analytics / GA4, SEMrush.

Creative Production & Events: Adobe Creative Suite (InDesign, Photoshop), Canva, WordPress, visual design, brand identity, event management, large-budget management, sponsorship sales, vendor negotiations, Sprout Social, Microsoft Office Suite, ChatGPT, Claude AI

PROFESSIONAL EXPERIENCE

Communications Strategist

[Sprague Pest Solutions](#)

July 2020 – Mar 2026

Tacoma, WA (Hybrid)

Served as marketing and communications strategist for a \$60M+ B2B commercial services company with a 100-year brand heritage, operating across 20+ branches in 10 Western United States.

- Modernized existing SEO strategies to incorporate Answer Engine Optimization (AEO) and Generative Engine Optimization (GEO) principles, positioning the company to compete effectively against larger national brands.
- Tripled earned media placements in one year, from 5 to 15, in partnership with technical and executive leadership, including a trade magazine cover story reaching key decision-makers in the company's largest vertical, while strengthening SEO through backlink generation.
- Led the 100-Year Anniversary brand campaign spanning earned media, employee engagement, social media, rebranding, a commemorative book, video production, and a capstone awards gala for employees and external stakeholders.
- Conducted market research across major metro areas in the Western United States, delivery insights on buyer behavior, key commercial industries, SWOT analysis, and market trends to support local sales representatives and inform new business development.
- Produced the company's largest annual event attended by 80%+ of the organization plus external stakeholders; managed a \$500K budget end-to-end including vendor negotiations, category-level spend tracking, and executive budget reporting; coordinated all event logistics, vendors, and travel; contributed to agenda development; and

reviewed and approved all content and materials to ensure brand consistency; while securing sponsorships covering 50%+ of total event costs.

- Owned full internal communications infrastructure including Town Halls, engagement surveys, newsletters, and internal email series.
- Led a cross-functional initiative to build a company-wide intranet resource hub, partnering with department heads across every function to identify and centralize critical employee information, giving a workforce spread across the 10 western states a single, accessible source for resources without having to search across departments.
- Streamlined RFP workflow with the Sales and Operations leadership, supporting end-to-end creation and submission while drafting and editing responses for clarity and brand consistency.
- Managed multiple vendor relationships spanning creative, design, editorial, and printing, overseeing projects end-to-end from kickoff through feedback rounds to final deliverable, ensuring on-time delivery and brand consistency across all outputs.

Sales & Marketing Operations Coordinator

- Built and administered Salesforce and Pardot marketing operations infrastructure from the ground up, including URL tracking, website integrations, landing pages, social integrations, and email and advertising campaigns architecture.
- Built an SEO program from the ground up, including backlink strategy, technical SEO (crawlability, indexing, site structure), and on-page optimization (title tags, meta descriptions, headers), driving 1,000+ leads with 10% year-over-year ROI while managing the SEO vendor relationship.
- Designed and executed ABM programs targeting named enterprise accounts across manufacturing, hospitality, and commercial verticals in direct partnership with the sales team.
- Developed lead scoring models within Pardot and Salesforce, automating lead routing to the sales team to improve speed to contact and prioritize high-intent prospects.

Marketing Coordinator

May 2018 – Mar 2020

General Plastics Mfg. Co.

Tacoma, WA

Served as marketing coordinator for an \$11M B2B speciality manufacturer producing rigid foam and composite materials for aerospace, defence, and industrial customers nationally and internationally.

- Managed end-to-end logistics for 30+ tradeshow annually, including exhibit materials, sample coordination, and shipping; partner with sales and business development to align show selection with pipeline goals.
- Built and managed multi-stream drip campaigns spanning product promotion, tradeshow outreach, and a monthly newsletter; aligned send strategy with sales team priorities and tracked open, click, and conversion performance.
- Qualified and routed inbound leads from web and tradeshow sources using established criteria; racked lead status and lifecycle across the funnel to support sales and business development follow-through.

Marketing & Business Development Coordinator

Dec 2015 – May 2018

Washington Center for Pain Management

Puyallup, WA

Served as regional business development coordinator for a \$6M speciality pain management practice operating 10 clinics and two surgical suites, owning referral growth and marketing execution across four South Puget Sound locations.

- Facilitated bi-weekly provider lunch and coffee meetings; generating 300+ referrals at an average of 4.3 referrals per meeting and a new patient acquisition cost of \$29.63.
- Redesigned mailer envelope and referral pad, reducing postage cost from \$1,.19 to \$0.49 per piece and saving \$832.20 in total; redesign improved brand visibility by promoting all clinic locations, not just local ones.
- Authored the 2018 Marketing Plan and corresponding budget; analyzed referral database to identify highest-performing marketing initiatives and inform resource allocation.

EDUCATION & CREDENTIALS

BS, Business Administration — Marketing Management | Central Washington University, 2015

BA, Public Relations | Central Washington University, 2015

Certified Platform Administrator | Salesforce, 2020