

SORAYA MORGAN

Social Media Strategist & Content Creator

📞 661-459-8184 ✉ soraya.g.morgan@gmail.com 🔗 gondola.cc/photosbysmorgan
🌐 linkedin.com/in/soraya-morgan 📍 Shafter, CA | Open to Relocation to Las Vegas, NV



EXPERIENCE

Social Media Strategist & Content Creator

Self-Employed

📅 2023 - Present

- Developed audience-led social media strategies that generated 1M+ views by aligning content with platform behavior, fan interests, and emerging trends.
- Captured and produced platform-specific photo, video, graphic, and caption content that strengthened daily social output and supported audience growth.
- Built and managed content calendars and publishing workflows that kept content organized from concept through posting and performance review.
- Edited short-form video and branded creative for social channels, expanding the consistency and range of fan-facing content across platforms.
- Used analytics and audience behavior insights to refine content decisions and improve engagement with what audiences responded to most.

Event Contractor – Site Lead

BallerTV

📅 12/2025 - Present

- Led workflows in fast-paced live sports environments, coordinating event personnel and stakeholders to keep game-day operations on track.
- Executed event-day responsibilities requiring accuracy, organization, communication, and responsiveness in live fan-facing settings.

Leasing Agent & Community Assistant – Marketing & Social

The Prime Company

📅 01/2026 - 07/2026

- Supported marketing campaigns, digital content, and community events that helped drive audience engagement and local visibility.
- Coordinated communications and marketing activity that supported participation goals and day-to-day business outreach.

Celebrity Liaison & Media Coordinator

VPR Branding / San Diego Legion

📅 04/2024 - 09/2025

- Supported sports marketing and media initiatives that strengthened fan-facing experiences around the San Diego Legion brand.
- Coordinated across athletes, talent, media, and event stakeholders to keep activations, content opportunities, and media-facing moments running smoothly.
- Supported promotional efforts and event logistics that improved execution of live experiences and brand visibility.

SUMMARY

Sports-focused social media strategist and content creator with hands-on experience building audience-led content strategies, capturing and producing social-first content, and managing publishing workflows from concept through performance analysis. Generated 1M+ views by optimizing content around audience behavior, platform trends, and fan-facing storytelling. Brings experience across sports, live events, photography, short-form video, and brand content through work with San Diego Legion and BallerTV. Skilled in Canva, Adobe Premiere Pro, Photoshop, CapCut, Google Analytics, and platform-native content creation.

EDUCATION

**Bachelor of Arts – Advertising |
Sports Media & Marketing Emphasis**
San Diego State University

EXPERIENCE

Media Intern & VIP Liaison

Andre Reed Foundation

📅 05/2024 - 05/2024

- Supported event marketing, VIP relations, and stakeholder communication to keep event-day coordination organized and professional in a live-event setting.

Operations Crew Member

San Diego Wave Fútbol Club

📅 2026

- Supported match-day setup of stadium elements that helped create a smooth, game-ready environment for San Diego Wave FC events.
- Managed equipment loading, unloading, and inventory handling to keep match-day logistics organized and on schedule.
- Coordinated with team members and external partners to support efficient match-day operations and fan-facing experiences.

SKILLS

Core Strengths

Social Media Strategy

Content Strategy

Content Creation

Short-Form Video

Social Content Capture

Photography

Visual Storytelling

Content Calendars

Social Publishing

Copywriting

Audience Growth

Fan Engagement

Analytics Reporting

Trend Monitoring

Sports Marketing

Live Event Coverage

Stakeholder Coordination

Campaign Support

Platform Optimization

YouTube

SKILLS

Tools & Platforms

Canva Adobe Premiere Pro

Photoshop CapCut

Google Analytics Instagram

TikTok Facebook X YouTube

Google Workspace Microsoft Excel

Basic HTML/CSS

Adobe Creative Cloud

Platform-Native Editing

SEO Principles Digital Marketing

Marketing Audience Growth

SEO Principles Digital Marketing

Analytics Reporting

Campaign Support Additional

Google Workspace Microsoft Excel

Basic HTML/CSS
