

# MORGAN WOODSON

CREATIVE PRODUCER | VISUAL CONTENT | ARTIST & BRAND STORYTELLING

LOS ANGELES, CA  
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Visual creative with hands-on experience in photography, music video production, and artist branding. Experienced in art direction, creative treatments, and production support for label-backed campaigns and emerging artists.

## EDUCATION

### BELMONT UNIVERSITY

#### B.A. Creative & Entertainment Industries

- Jury's Choice Award – Selected as Overall Winner across all visual art categories.

## SKILLS

### Creative:

- Photography (DSLR & Mirrorless)
- Art Direction & Visual Storytelling
- Music Video Treatments & Mood Boards
- Adobe CC (Photoshop, Lightroom, InDesign, Illustrator)

### Strategic:

- Creative Production
- Campaign Development
- Brand Identity & Rollouts
- Event & Shoot Coordination

### Digital & Tools:

- Social Media Management (Later, Hootsuite, Meta Suite)
- Analytics & Audience Insights
- Microsoft Office
- Luminate, Mediabase

## INTERN

### The Core Entertainment, 2021-2022

- Assisted production teams on music video sets and live shoots
- Created and scheduled social content for developing artists
- Supported executives with research, scheduling, and content development

## ART DIRECTOR / PRODUCTION ASSISTANT

MorgWoodPhoto / Warner Chappell / The Core Ent., 2016-Present

- Art-directed and produced photo and video shoots for recording artists including Bailey Zimmerman, Nate Smith, and Ryan Hurd, supporting major-label and Music Row campaigns
- Developed creative concepts, visual treatments, and shot lists aligned with artist brand identity and campaign goals
- Coordinated logistics across multi-day productions, collaborating with directors, stylists, and production teams
- Delivered visually cohesive assets for digital rollouts, press, and promotional use

## VISUAL MERCHANDISER & EVENT COORDINATOR

Aviator Nation, May 2024 - Aug. 2025

- Executed visual merchandising strategies aligned with brand identity and seasonal campaigns
- Styled retail environments to enhance customer experience and visual storytelling
- Collaborated with marketing and creative teams on events, partnerships, and in-store activations
- Supported social content creation and brand engagement initiatives

## ASSISTANT / CREATIVE (INTERN)

Girl Thursday Creative, Jan. 2024 - Aug. 2024

- Supported creative direction for brand campaigns, launches, and digital content
- Developed rollout concepts, mood boards, and visual assets for influencer and brand partnerships
- Assisted with creative revisions, production planning, and cross-team communication

## SOCIAL MEDIA & DIGITAL DIRECTOR

Karee Hays Esthetics, Sep. 2023 - May 2024

- Led brand voice and visual identity across all digital platforms, growing an engaged community of 33K+ followers
- Developed and executed content strategies rooted in visual storytelling, conversion, and audience insights
- Produced brand-consistent photo and video content across platforms
- Analyzed performance metrics to refine creative direction and campaign strategy