

# Channing Morris

ATLANTA > DALLAS > D.C. > DENVER ✦ LOGIC DRIVEN DATA LOVER  
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## EXPERIENCE

### **Product Manager // *Placewise Media* // February 2014 to Present // Denver, CO**

- Product owner of RetailHub, proprietary content management system for internal and external use
- Define product roadmap, create wireframes, user stories and workflows for merger of three back-end data systems into the next generation of RetailHub.
- Develop and maintain documentation with Atlassian Confluence.
- Scrum leader for for RetailHub/API team, coordinating priority of all bugs and feature request using JIRA.
- Train and work with internal teams, clients and stakeholders to improve Retailhub and maintain data integrity.
- Create documentation, marketing collateral, pricing structure, user guides and internal processes for all sales products including our API, marketing and advertising products.
- Handle API documentation and sales collateral for the PlaceWise Retail Content API
- Point of contact for API clients and national retailer contacts to improve services and ensure proper deal delivery.
- Oversee and manage national retailer promotion content for over 400 shopping center websites as well as 300 sites that utilize our Deal Channel API.
- Work with national retailers and brands to promote their stores across our 700+ Mall Network.
- Increased national retailer deal collection by 70% from 2013. Posting over 20,000 deals for over 1.5 million retail locations.
- Manage off-shore data entry team that curate national retailer deals to post across our shopping center network.

### **Content Management Coordinator // *Placewise Media* // March 2013 // Denver, CO**

- Initiate the Retail Restructure project who's goal was to structure and clean up existing system data to streamline work-flows. Worked with developers to build, test and implement a data merging program.
- Created and manage connection between internal data and 3rd party location data used to connect deals to geographic locations in Shoptopia app and website.
- Worked with Retailgence API to improve product search capabilities and experience within Shoptopia platform

### **Board Member // *Well Dunn* // January 2015 to Present // Denver, CO**

- Well Dunn places college students and recent graduates in music and entertainment industry internships across the country

### **Blogger - Founder // *Blue Mountain Belle* // June 2012 to Present // Denver, CO**

- Created lifestyle blog, Blue Mountain Belle, focusing on music, style, technology and travel.
- Utilize Facebook, Twitter, Pinterest, and Tumblr to grow reader base. Work with affiliate programs such as rewardStyle to monetize the blog. Use Google Analytics to monitor blog stats and improve SEO strategy.

### **Brokerage Assistant // *Jones Lang LaSalle* // July 2010 to December 2012 // Denver, CO // July 2010 to May 2012 // Washington, DC**

- Headed the Government Investor Services (GIS) proposal production. Streamlined process and oversaw quality control of physical and electronic proposal submissions for multi-million dollar government leases.
- Initiated and managed social media platforms to position GIS as the thought leader in Government Brokerage. Coordinated team's presence on LinkedIn and Twitter as a means of marketing and to boost GIS's SEO rankings.
- Used InDesign, Photoshop and/or Illustrator to design print marketing including brochures, amenity maps and owner books. Created, managed and schedule ExactTarget (HTML) email blast for properties and events.

## EDUCATION

### **Southern Methodist University // May 2010 // Dallas, TX**

B.A. in Philosophy with Minor in Photography

### **Cox Summer Business Institute // June 2009 // Dallas, TX**

Month-long business certificate program for non-business majors, mastered basics in accounting, finance, marketing, operations, economics, entrepreneurship and business law

## SKILLS

Basic SQL and database structures, HTML, CSS

Adobe Creative Suite CS6, Photoshop, InDesign & Dreamweaver

## ACTIVITIES

Photography (film & digital), concerts, traveling, skiing, hiking and technology