



Takkeem L. Morgan

As a Foster America Fellow I organized a broad coalition of public and private stakeholders to work together on a data-driven, scalable program that I created to improve the way child welfare agencies recruits, retains and supports foster parents.

Professional Experience

Oct 2019 – April 2021

Strategic Marketing Consultant

Indiana Department of Child Services |

Central Office, Indianapolis

The Indiana Department of Child Services engages with families and collaborates with state, local, and community partners to protect children from abuse and neglect and to ensure that every child can live in safe, healthy, and supportive families and communities.

- **Entrepreneurial:** Beginning early March 2020 I worked from my home office fulltime in a new role and new industry. Two weeks into my role I developed a written plan and a clear process to complete the important task that I was given. Over twelve months I successfully captured and transformed a collective vision into a plan with clear, concrete and measurable steps toward a solution.
- **Leadership:** Proactively developed a 90-day plan to personally conduct a comprehensive evaluation of the Indiana State Department of Child Services through firsthand interviews and observations. During my 90-day evaluation I strongly substantiated the need for a statewide equity centered resource family recruitment strategy and plan. I was given 18 months to deliver on that need.
- **Mission Driven:** I conducted 55 agency interviews, 10 shadow observations of key roles/functions, 25 primary stakeholder interviews and multiple regional visits in order to capture authentic voices and ensure that all solutions were derived directly from the needs of primary stakeholders which are the children and families being served.
- **Collaboration and Fundraising:** Initiated contact and facilitated relationship building over a six-month period between DCS leadership, community partners and corporate sponsors which resulted in \$50K in net new financial support and increased collaboration between DCS and local child welfare agencies around equitable foster family recruitment.
- **Strategy:** Rather than recreate a new wheel I used twelve months to build relationships and facilitate collaboration between existing and effective resources within the community. I also worked directly with key partners and stakeholders to gain buy in and input for the final solution. This collaborative approach led to the creation of Foster Together, a multisector collective impact program to provide direct support to foster families while developing a digital pipeline for recruitment.

Apr 2018 – Sept 2019

Director of Marketing

Synovia Solutions | Here Comes the Bus, Indianapolis

With a nationwide customer base in K-12 transportation and municipal fleet management services, Synovia provides digital services that deliver essential, real-time data for smarter fleet management.

Contacts



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Hobbies

- Golf
- Traveling
- Historical Studies and Architecture

- **Financial Management:** Proposed and managed a 600K marketing operations budget which included an appearance at the 2019 consumer electronics show (CES), in addition to print, web, social, advertising, direct mail, two web assets, and a national tradeshow schedule.
- **Integrated Marketing Strategy:** Developed and executed comprehensive direct marketing, digital and e-mail campaigns which increased prospect engagement 50% YOY
- **Demand Generation:** Increased web leads by 200% by auditing the existing websites and optimizing the existing tools and introducing automation into the process.
- **Marketing Cloud Management:** Lead the implementation of Pardot by Salesforce to reduce redundancy eliminating a complex email marketing, lead management and web analytics tool with a more streamlined and better integrated software solution resulting in 6,000 identifiable prospects based on engagement and lead score.
- **Software Implementation:** Lead 3 major software implementations including Pardot, Outreach IO and Vidyard to increase automation, improve marketing communication, sales engagement and video marketing.
- **Comprehensive Marketing Campaigns:** Lead a hybrid direct and digital marketing campaign to influence New York City school bus companies and decision makers to consider our best in class solution. The 3-month campaign resulted in a major new contract with a prominent NYC pupil transportation company.

Aug 2017 – Apr 2018

Founder | Marketing Consultant

Laser Focus Digital, Indianapolis

Digital marketing boutique company focused on helping small to midsize businesses and service organizations make the leap from traditional marketing tactics to savvy, streamlined and automated digital world.

- **Video Marketing:** Designed and produced 8 digital commercials for various small businesses and non-profit organizations including an Indianapolis Air BnB Rental, Reds Classic Barbershop Downtown Indianapolis, and Wernle Youth & Family Treatment Center Wayne County.
- **Digital Strategy:** Created a 12-month comprehensive digital marketing strategic and action plan for Wernle Youth & Family Center designed to increase digital donor engagement and increase annual giving from existing donors.

May 2015 – Aug 2017

Product Manager, Brand Programs

UTC Carrier, Indianapolis

Carrier is a world leader in the manufacturing of heating, ventilation, air conditioning and refrigerant products

- **Vendor Management:** Operated as primary point of contact for over 20 3rd party vendors, including recruiting and selecting new vendors, preparing contracts and acting as liaison between vendors and our customers

Education & Training

- March 2019
Villanova University
Villanova Pennsylvania
Certificate of Completion
Lean Six Sigma
- May 2015
Pennsylvania State University
University Park Pennsylvania
Master of Business Administration
Marketing
- May 2005
Pennsylvania State University
University Park Pennsylvania
Bachelor of Arts
Communication Arts & Sciences

- **Video Communication:** Led initiative to revamp channel communications centered around video communications and included building a video production studio, also edited and published over 10 brand and product message videos which lead to 2x growth in open rates for newsletters over six months
- **Sales Training:** Led product and sales teams and 3rd party contractor in a process to redesign contractor sales training for Indoor Air Quality products across three brands including Carrier, Bryant, and International Comfort Products (ICP)

Delivered a new contractor product sales training rollout across multiples brands that resulted in a 3x YOY increase in contractor participation
- **Presentation:** Led 8 major strategy sessions to key external stakeholders during our annual Sales Leadership Meeting presenting on the topics of “Winning against our top 3 competitors” and “Designing and executing effective dealer recruitment strategies”
- **Strategic Planning:** Created strategic marketing and communication plans for multiple programs which included the integration of multi-year roadmaps with clear quantitative product sales objectives
- **KPI Management:** Managed KPI (key progress indicator) objectives for multiple programs on a monthly basis including strategic planning, deep dive analysis, and counter measure

Summer – 2014

Strategic Marketing Intern

Die-Tech Precision Metal Stamping

Die-Tech is a second generation, privately held corporation established in 1974, specializing in precision metal stamped components for medical devices, automotive, telecommunication, nuclear, military and aerospace industries.

- Executed a detailed analysis of adjacent market opportunities including a 10K review of over 2,000 medical device, military equipment, and aerospace manufacturers to determine core competency fit and potential service level needs.
- Presented strategic marketing recommendation to CEO and executive leadership; persuaded Die-Tech to pursue two adjacent markets while dropping “lowest cost” messaging for a value based approach focused on the firm’s engineering expertise developed over 40 years of operation.
- Delivered 3 segment-specific value propositions, market entry strategies and sales list based on adjacent markets analysis
- Managed a remote working arrangement that included weekly presentations to the CEO and executive leadership team.

2012 – 2013

Development & Brand Strategy Manager

Penn State World in Conversation

A student-driven center for public diplomacy, dedicated to expanding perspectives through facilitated dialogues.

Skills

- Pardot Marketing Cloud Management
- Outreach IO Sales Engagement Platform Management
- Digital Marketing (Facebook Ad Placement & Management)
- Final Cut Pro X Video Editing
- KPI based Program Management
- Budget Management
- Software Implementation Manage-

- Redesigned the organization branding messages including mission and vision statements, organized internal and external focus groups and workshops to analyze existing perceptions, core competencies and short/long-term organization goals.
- Collaborated with co-founders and university administration to transform the global dialogues initiative from a “program” into an official academic research center
- Developed and executed a strategic plan to secure funding and expand the program by negotiating a partnership with North American Treaty Organization (NATO) that included a \$405,000 research grant

2012

Candidate for the 195th Legislative District

PA State House of Representatives

The Pennsylvania House of Representatives is the lower house of the bicameral Pennsylvania General Assembly, the legislature of the U.S. state of Pennsylvania.

- Conceived and executed a five-month political campaign for public office, which included establishing a Political Action Committee (PAC) to raise and manage funding for the campaign.
- Marketed my personal story and a five-point campaign platform to over 7,000- registered voters of diverse backgrounds across multiple Philadelphia communities.
- Raised over \$14,000 dollars by establishing relationships with key community stakeholders including clergy, businesspeople and community leaders.

2006 – 2012

Founder

Morgan & Smith Builders, LLC

Morgan & Smith Builders, LLC was a full-service, Philadelphia based home remodeling contracting company specializing in residential remodeling and design/build projects of kitchens and bathrooms.

- Organized a team to finance and manage a small construction business after completing the University of Pennsylvania’s small business development course on entrepreneurship and strategic planning.
- Marketed and positioned my construction business as a competitive provider of showroom quality renovations for commercial and residential customers within the Philadelphia area
- Secured and executed over 30 construction projects over six years accounting for approximately \$450,000 in total revenue by establishing partnerships with hard money lenders and mortgage firms.
- Implemented a youth apprenticeship program in which I mentored high school students and provided them with a broad set of skills within the construction field