

Morgan Kanis Santos (She/Her)

145 Main St., Unit 5
Newmarket, NH, 03857
(401) 824-4137
santos.morgan@gmail.com

Overview

Creative, analytical, empathetic and discerning thinker. Extensive backgrounds in education, entrepreneurship, project management, team management, corporate and small business sales, inbound and outbound sales, corporate team supervising, community engagement, talent acquisition, and product marketing. I am uniquely skilled in building and maintaining relationships in manners that drive sales and lead to client allegiance and retention. I have user proficiency in G-Suite and Outlook technologies and am a coachable individual who is self-motivated and team oriented.

May 2022-Present

ALTR, Austin, TX (remote) - *Digital Marketing Coordinator*

- Workdirectly with Head of Marketing and Social Media Manager to ensure consistent messaging across all digital channels.
- Work with the full marketing, sales, and product team to enhance lead and demand gen
- Curate all partner content on our digital channels
- Research and engage partners and competitors for weekly, monthly, and quarterly content updates

February 2022-April 2022

ALTR, Austin, TX (remote) - *Business Development Representative*

- Research and engage qualified leads
- Maintain daily, weekly, monthly, and quarterly metrics
- Cold call prospects daily
- Engage prospects through email and LinkedIn
- Attend live events and engage prospects, partners, and competitors

June 2018 - PRESENT

PARMA Recordings, North Hampton, NH - *A&R Representative*

- Key member of the team that generates all revenue for the company.
- Follow and complete the full sales order cycle from lead generation to close.
- Skilled in account management for 200+ artists
- Engage in international and domestic project management and planning, as well as artist cultivation.
- Act as liaison between the artist and other departments within the company including Finance, Design, Publicity, Marketing and Distribution.
- Build custom budgets for projects.
- Work directly with Marketing and Publicity Teams in a variety of internal and outward-facing manners to drive sales for the company.

- Regularly create new opportunities for existing artists to ensure artist retention.
- Generated over \$600,000 in contracts and revenue in 2021
- Collaborate with Upper Management to onboard new hires.

March 2020 - PRESENT

RITE AID CORPORATION – *Front End Supervisor*

- Oversee Front End Staff and ensuring staff satisfaction as well as ensuring proper protocol is followed at all times.
- Interact with customers to ensure they are satisfied with their experience in-store on all accounts.
- Build relationships with customers in-line with RAC's core values to drive sales to our store.
- Oversee various customer, sales, and internal needs and approvals on a day-to-day basis
- Handle till reconciliation, overseeing Pharmacy transactions and staff/patient needs, providing and executing daily business reports and documents as needed.
- Work with vendors, store leaders, district managers, and other corporate- level personnel to help run a Fortune 500 business on a day-to-day basis.
- Fill in for staff where necessary, assisting with the development of schedules, assisting the store leader and district manager in various tasks to have an efficient and high-performing store and district.
- Work with Store Leaders to recruit, interview, and onboard new talent.

December 2018 - March 2020

RITE AID CORPORATION – *Front End Associate*

July 2007 - October 2018

La Bella Musica – *Cellist and Co-Manager*

- Responsible for contracting clients and performing at their weddings, celebrations, corporate parties, and more
- Oversaw the hiring of personnel as well as event management prior to, and the day of, the event
- Selected appropriate personnel for each event based on event location, level, needs, and music/repertoire preference
- Shared responsibilities in Publicity, Marketing and Outreach with other Co-Manager
- Assessed business and musician and managerial compensation on a yearly basis based on profit/loss, demand, and outreach success.
- Contracted and performed at roughly 150-200 events annually.

January 2007 - June 2018

Santos Cello Studio – *Instructor, Performer, and Owner*

- Instructed students of all ages (primarily 7 y/o-80 y/o), beginner through advanced.
- Prepared students for festivals, concerts, college and festival auditions.
- Maintained all business functions including scheduling, marketing, and billing.
- Maintained an open and welcoming studio, focusing on their musical and artistic development and critical thinking skills, as well as their mental and emotional well-being.
- Worked in various private schools as an independent contractor including the Moses Brown School, St. George's School, and the Meadowbrook Waldorf School.

- 150 + performances per annum as ensemble and singular freelance cellist including studio sessions with the writer for New Kids On The Block, tour performance with Kanye West (Golddigger Tour, 2005), and studio sessions with the educational platform Music Plus One (Michael Tarro, 2012, 2014).

Education

August 2004 - May 2009

Rhode Island College, Providence, RI - *B.M. Music Performance, Cello*

Alumnus of a rigorous, accredited music program. Maintained a 3.7 GPA as part of a demanding liberal arts education and maintained a full-time work schedule 2006-2009.