



MORGAN SCHAAF

IMPACTFUL COMMUNICATIONS MANAGER

MY BACKGROUND

I am an impactful communications leader with a knack for expanding company culture and building recognition, all while driving purpose and meaning into the organization I serve. With years of experience in external and internal communications, along with marketing, I have the ability to engage with numerous audiences to turn ideas into campaigns with great results. Thriving in fast-paced, ever-changing environments, I am dedicated to helping brands get their story out there and noticed.

PROFESSIONAL QUALITIES & SKILLS

Main: Agency Management, Communications and Reputation Management, Community & Government Relations, Copywriting, Media Relations, Partnership Development, Marketing Communications, Associate Engagement and Recognition Programing, Crisis Management, Filming Protocol Management, Internal Communications, Social Media Management, Executive Engagement and more.

Software : Basecamp, Cision, Eventbrite, Excel, Hootsuite, Opal, Powerpoint, PR Newswire, Spredfast, Trendkite, Word, Workplace by Facebook and Wrike.

ACTIVITIES

PRSA, PRSA Dallas, Texas State Alumni Association, Toastmasters, Topgolf Chess Club, Topgolf Culture Committee, Topgolf Yogis and Topgolf Fire Warden Program

WANT TO HEAR MORE?

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WORK EXPERIENCE

Senior Corporate Communications Manager

Topgolf Entertainment Group | July 2015 - May 2020

- Interim Director of Comms from July to April 2019.
- Manage the Communications team that oversees all external comms, charity, PR and budget as well as assist the internal comms team.
- Owns all new venue communications and PR, while also coordinating groundbreakings, venue announcements, news coverage, community awards, recognition and content to raise venue awareness during the construction and opening process.
- Official Topgolf spokeswoman for Topgolf Entertainment Group and more than 60+ venues, managing and facilitating all press inquiries for the brand.
- Manages the collaboration with brand expression leads and cross functional partners to ensure the Topgolf story was featured externally as appropriate, including PR support for Driving for Good, Lounge by Topgolf, Toptracer, Topgolf Live, Swing Suite and Topgolf Studios.
- Manages crisis protocols, scenarios and all venue manager training for PR/crisis/communications.
- Assists C-Suite and leaders across the company for interviews, speaking engagements, talking points, etc.,
- Manages the Associate reward and recognition programs for 20K+ Associates.
- Daily collaborator across marketing, operations, human resources and information technology departments to create and manage external and internal communication strategies.
- Primary liaison between influencer/VIP relations team and overall PR strategy.
- Manages all TV/Movie/Photo shoots within the Topgolf Entertainment Group ecosystem.
- Manages all PR vendors, agencies and organizations across the country that assist our communications funnel.

Marketing Manager

Topgolf Entertainment Group | September 2014 - July 2015

- Assisted the Director of Corporate Comms by helping facilitate all incoming media opportunities.
- Acted as the media spokeswoman for the brand while handling local and national brand inquiries.
- Assisted and managed crisis events across the company.
- Created and managed the Associate recognition program, including anniversary gifts, holiday cards and reward opportunities.

Online Service Manager

Multiview, Inc., | May 2012 - August 2014

- Managed accounts across B2B databases to connect buyers and sellers with the right advertising campaigns.
- Managed a portfolio of clients and sold everything from banner advertising to targeted campaigns in upwards of \$50K/yr.
- Managed a team of advertisers to help them reach company sales goals.

Public Relations Intern

Texas State Alumni Association | January 2012 - June 2012

- Assisted the Marketing and Promotions Coordinator, aiding in social media and press releases for the Alumni Association.
- Coordinated Alumni messaging and events.
- Monitored/planned/posted social content for the TXST Alumni social pages.

EDUCATION

Texas State University
Bachelors in Mass Communications
Public Relations
2009-2012