

MORGAN SCHAAF

SENIOR COMMUNICATIONS &
MARKETING LEADER

GET IN TOUCH

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ABOUT ME

High-energy communications leader with strong media relationships, proven experience earning impactful media coverage, and a flair for creating an engaged workforce.

Passionate about turning ideas into meaningful communications campaigns that achieve business objectives.

PROFESSIONAL SKILLS

AP Style, Community Relations, Copywriting, Crisis Management, Marketing Communications, Public Affairs, Public Speaking, Social Media and more.

PROFICIENCIES

Basecamp, Cision, Eventbrite, Hootsuite, Microsoft Office, Opal, PR Newswire, Spredfast, Trendkite, Workplace by Facebook and Wrike

AWARDS

2016 Topgolf Caring Award
2018 Global Communications Leader Award

ACTIVITIES

PRSA, PRSA Dallas, Texas State Alumni Association and Toastmasters

ACADEMIC HISTORY

Texas State University
PR & Mass Communications
Bachelor of Science

CAREER HISTORY

SENIOR CORPORATE COMMUNICATIONS MANAGER

TOPGOLF ENTERTAINMENT GROUP | July 2015 - May 2020

- Served as Interim Director of Corporate Communications from July 2018 to April 2019.
- Led the Communications team that managed all media relations, CSR programs and internal communications for the brand.
- Owned all aspects of communication surrounding 40+ new venue openings, from pre-groundbreaking through grand opening, including coordinating special events, staging announcements, securing news coverage, earning community awards, fostering relationships with local city leaders and more.
- Represented Topgolf Entertainment Group and more than 60+ venues as an official spokeswoman; managed and facilitated dozens of press inquiries weekly.
- Provided PR support and counsel for brand extensions, including Driving for Good, Lounge by Topgolf, Toptracer, Topgolf Live, Swing Suite and Topgolf Studios.
- Provided crisis communications support and training for venue managers.
- Supported and coached C-Suite and leaders across the company in preparation for interviews, speaking engagements, meetings, etc.
- Organized and led the Associate rewards and recognition programs for 20K+ associates, keeping the program cost-effective as it scaled.
- Partnered as a daily collaborator and decision-maker across marketing, operations, human resources and information technology departments, executing the company's external and internal communication strategies.
- Served as primary liaison between influencer/VIP relations team and PR team to raise awareness of Topgolf offerings using celebrity appeal.
- Managed all TV, film and photo shoots within the Topgolf Entertainment Group ecosystem, ensuring the brand was represented positively in the media.
- Managed all PR vendors and agencies, ensuring project deliverables were on time and under budget.

VENUE MARKETING MANAGER

TOPGOLF | Sept. 2014 - July 2015

- Managed all local marketing campaigns, events and outreach for the Allen, TX, venue.
- Hired and led a team of 12 Marketing Champions to assist with marketing activations and surprising and delighting guests.
- Owned all social media channels for the venue and grew brand reach by 25%, in conjunction with the overall Topgolf brand strategy.
- Led campaigns to drive repeat visits and boost spend per visit during seasonal lulls.
- Assisted the Director of Corporate Communications by helping facilitate all incoming media opportunities and acting as the venue spokeswoman for local and national stories.
- Led strategy in partnership with Director of Operations in managing crisis events.
- Yielded results and became a vital member of the team, earning a promotion less than 12-months into the role.

SENIOR ONLINE MARKETING SERVICES MANAGER

MULTIVIEW INC. | MAY 2012 - AUG. 2014

- Managed a client portfolio with hundreds of accounts across B2B databases, connecting buyers and sellers with the right campaign.
- Exceeded yearly sales goals of banner advertisements and targeted campaigns in upwards of \$50K/yr.
- Managed a team of 8-10 advertisers to help them reach company sales goals and personal growth goals.
- Opened up a new sales office in Salt Lake City, leading the hiring and training efforts for 100+ employees.