

# Monique D. Morris

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## Professional Profile

**Marketing** professional with **design** experience. I have an inherent ability to thrive in fast paced work environments and a drive for business intelligence stemming from my prior work history in startups. Well adept in **Figma, Adobe, Microsoft Office Suite**. Recent completion of **Google's UX Design bootcamp** which consisted of creating **wireframes, prototypes and mockups**, as well as conducting **market research to identify trends and usability studies to gather data and generate improved iterations**. I value a work environment that fosters learning, growth and teamwork.

## Areas of Expertise

| Marketing | Communication | Customer Service | Leadership | Employee Engagement | Innovation | Project Management | Performance & Talent Management | Microsoft Office Suite | Conflict Resolution | Excel | PowerPoints | Prompt Engineering | UX Research | UI/UX Design | Wireframing | Low/High Fidelity Prototyping | Prototype Testing | Figma | Yardi | Google Suite | Data & Analytics | Usability Testing | Asana | Trello

## Professional Experience

### *Property Admin*

### *Lincoln Property Company*

*Jan 2022-Jan 2023*

- Processed AP, AR and lease paperwork in accordance with budget
- Executed bid process of contracted services
- Prepared lease summary of new tenants
- Prepared monthly financial reports
- Managed tenant calls, facilitated work orders, and ensured satisfaction of services

#### **Accomplishments:**

- Organized semi-quarterly tenant events which led to a significant increase in employees returning onsite.
- Managed 50+ commercial tenants with 100% retention.

### *Marketing Manager*

### *High Manor Enterprises*

*Jun 2018-Present*

- Developed and implemented acquisition and retention strategies by conducting user research to learn consumer needs, pain points and behaviors, with a focus on elevating the customer experience.
- Created and deployed marketing initiatives targeting customers, partners, affiliates, and investors through email, social media, web portals and landing pages which resulted in a 50% increase in customer conversion.
- Conducted competitive audits to gain a deeper understanding of the cannabis industry and learn market trends.
- Implemented internal and external systems and processes to manage workflows.
- **Crafted and executed**

#### **Accomplishments:**

- Spearheaded the development of the company's affiliate program for on-boarding and management which has had a 100% retention rate on those who trained under the program.
- Responsible for obtaining 45 established vendors that we have partnered with and have maintained a successful and collaborative relationship.

### *Operations Manager/Co-Owner*

### *Hauser Remodeling*

*Jan 2017-Oct 2018*

- Lead on placing bids on commercial and residential projects that fit the scope of the designated business model.
- Supported on-site work crews by being an open door to employee concerns and relaying the details of the specifics for each job which included safety protocols, customers' requests, and reinforcement on providing quality work.
- Managed and led company overhead while coordinating payroll, completing invoicing, and monitoring the Cost Benefit Analysis.
- Addressed customer/supplier requests and concerns as primary contact for all projects and initial meetings.

#### **Accomplishments:**

- Implemented 75% of the successful business referrals that led to 130K in the first year of business.
- Developed a transparent customer service feedback survey for employees to discuss and come up with quick responses to customers concerns and suggestions for a quality experience.

### *Independent Insurance Associate*

### *Aflac*

*Apr 2015- Aug 2017*

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- Managed 20 corporate accounts, while providing my expertise in strategic planning and consultative advice to clients centered around production, financial analysis, and recommendations for changes to coverage.
- Designated associate to meet with the decision makers of the company and create customizable plans with full authority to design and implement presentation's theme and structure for company meetings.
- Provided information regarding products and services, such as components of AFLAC's coverage that were seen in existing policies and could be a better fit for the company.

## **Accomplishments:**

- Developed a goal setting planner based on the interests of the clients that had a highly successful impact on helping them discover their needs and understand their priorities.
- Created a successful book of managed accounts with 5+ leads per month through positive relationships built on trust and good customer service.
- Achieved quarterly objectives and received recognition for "outstanding service and collaboration."

## **Education**

**Bachelor of Business Administration**  
Concentration: Marketing and Management

**Cardinal Stritch University, (Milwaukee, WI)**

**Dec 2014**  
Summa Cum Laude; 3.92

## **UI/UX Design Certificate**

**Google**

**May 2023 - March 2024**

Completed a rigorous training that applies design methods to solve problems. 15 modules included topics such as: UX research fundamentals, style guides, inclusive design, low-fidelity and high-fidelity prototypes, and tools like Figma. Completed hands-on projects and developed a portfolio including 3 projects to receive the certificate.

## **Preparatory UI Design Certificate**

**Design Labs UX Foundations**

**February 2023 - March 2023**

Completed a preparatory course focused on building a set of basic visual design skills, including user interface (UI) design. 9 modules included topics such as: Visual Design Basics (typography, color theory, layouts), UI Design Principles, UI Design Elements, Design Evaluation and Critique, Designing for Multiple Devices.

## **Projects**

### **Digital Wallet Technologies — Cashless payment systems**

Assisted in the development of a cashless payment system created for dispensaries using a membership model.  
<https://kushklubs.com/>

### **Fluer — Flower ordering app**

Developed an app to make the process of searching, purchasing and delivering flowers more efficient. Fluer helps users find the perfect flowers and plants for any occasion.  
[See Prototype](#)

### **Trading Post — Social thrifting**

Developed a responsive website for parents to either swap or buy quality second hand clothing for their children.  
[See Prototype](#)

### **The Go Go App — A social event planning app**

Developed a social networking platform specifically designed for older adults, within retirement age, seeking to stay active, forge meaningful connections and embark on unforgettable journeys.  
[See Prototype](#)