

TRENT Morrison

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With over 6 years of experience, I bring an empathetic and human-centered focus into the products I help build. I embrace innovation and creativity all while defining, and falling in love with, the problems facing the user. My passion, focus on strategy, and perspective all help propel the brands I work with on a daily basis.

SKILLS

Product management
User research & synthesis
Strategy & roadmaps

Data collection & analysis
Cross-team leadership
Tech & software fluency

Agile methodologies
Relationship building
Interpersonal communication

WORK EXPERIENCE

Product Manager & Content Performance Analyst; Pluralsight

- Leads product discovery and owns the product vision for content quality and content performance
- Collaborates with teams across the business to improve customer experience
- Experiments with new research methods to gain actionable insights in a more effective manner.
- Proactively identifies business needs / focus areas for the team and for the products that are being built
- Leads operational process definition and scoping
- Owns delivery and execution of specific business goals, even those that span multiple team members.
- Produces high-quality documents, slides, etc. that convey data well and highlights key messages clearly; avoids jargon; writes clear summaries of own work with no guidance
- Works on complex issues where analysis of situations or data requires an in-depth evaluation of variable factors
- Generates insights that are valuable to teams across the business
- Runs larger, cross-functional meetings and projects effectively

Content Strategist; Clearlink

- Defined and leading digital content strategy/vision for a portfolio of brand partners
- Innovated consumer facing websites, created engaging content for all digital channels, including SEO, paid search, emails, blogs, social networks, etc.
- Managed and developed editorial calendars based on strategic goals, business priorities, product launches, and other events
- Determined and led opportunities within search, paid search, email, social, and other channels

Content Marketing Manager; Young Living

- Created and executed content marketing strategy by creating specific, engaging, and optimized content for various channels, including print, podcast, blog, social media, and websites
- Managed outside vendors and international/regional marketing offices to establish, create, and promote additional company publications and content initiatives
- Built and managed a team of freelance editors, marketers, copywriters, and transcribers
- Collaborated with key stakeholders to illuminate the company's strengths, values, and uniqueness

EDUCATION

B.S., Interdisciplinary Studies
Dual focus: Communication Studies & Psychology

Utah State University
Logan, Utah