



ANGELA MORGAN

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VP OF MARKETING

Enterprise Growth & Brand Strategy | Full-Stack Marketing Executive | Go-To-Market Expert

Brand-focused and growth-minded marketing executive with 15+ years of experience scaling B2B & D2C brands through innovative, multi-channel, performance-driven programs. Thrives in high-change environments—mobilizing cross-functional partners, measuring what matters, and turning marketing into a profit. Recognized for mentoring teams, cultivating stakeholder alignment, and building brands that drive measurable growth.

- Full-stack marketer known for bridging big-picture vision with executional precision. Leveraging data-driven analysis, A/B testing, and audience insights to craft high-impact campaigns that drive brand engagement, accelerate pipeline growth, and convert to measurable sales outcomes.
- Strong background in multi-sku product marketing, optimizing media mix across social, digital, and traditional channels, and analysing KPIs to drive ROI.
- Cross-functional collaborator who streamlines complex product portfolios into clear brand narratives, equips sales with conversion-focused assets, and ensures every campaign aligns to pipeline goals and positioning strategy.
- Empowering leader and dynamic mentor who cultivates individual strengths in team members, and encourages career growth and professional development.

MARTECH EXPERIENCE HIGHLIGHTS

Proven history of boosting online and retail sales through digital transformation and building successful e-commerce programs from the ground up:

- **Optimizing SEO/SEM, PPC, and Amazon marketplace strategies** to elevate brand visibility, drive traffic/engagement, and boost conversions.
- **Creating direct-to-consumer (DTC) e-commerce sites** utilizing AI-powered personalization to enhance UX, optimize product pages, and integrate subscription/loyalty program options to drive recurring revenue.
- **Developing robust omnichannel retail strategies** integrating off-platform e-commerce with brick-and-mortar stores.
- **Brainstorming data-driven ad campaigns** through paid search and social media using customer insights to optimize ad spend and maximize ROI.
- **Launching on emerging platforms and e-commerce sites** to reach new customers, increase revenue streams, and expand into new markets.

CORE COMPETENCIES

Marketing & Branding Strategy • Omnichannel Marketing • D2C Marketing • Social Media Marketing • GTM Strategy
• SEO/SEM • Lead/Demand Generation • Retail Partnerships • E-Commerce Expansion • Digital Transformation
• Market/Consumer Research • Marketing Automation • Inbound Marketing • Content Marketing • ROI Optimization
P&L Management • Strategic Planning • Team Building & Leadership • Coaching & Mentoring • Performance Management
Cross-Functional Collaboration • FDA/Regulatory Compliance • Risk Management

Konsyl Pharmaceuticals • Easton, MA • 2023-Present

Manufacturer and distributor of dietary supplement products under the Konsyl and private label brands sold in various retail locations, including Walmart, Target, Kroger, Walgreens, and Amazon.

Director of Marketing

Lead a cross-functional marketing team to develop high ROI omnichannel marketing strategies to drive brand visibility, build customer loyalty, and generate e-commerce/retail sales across diverse product lines. This includes social media/influencer marketing, national media placements, local marketing programs, and in-store promotions in collaboration with big-box retail buyers.

- Led strategy and execution of brand and performance marketing across e-commerce, retail, private label, and local programs—enabling growth for decentralized teams.
- Rebuilt underperforming product lines by transforming e-commerce presence, revamping product positioning, and optimizing Amazon strategy, leading to a 200% YoY increase in ancillary item sales.
- Elevated B2B performance by streamlining content automation and integrating with sales enablement efforts—boosting physician engagement and measurable topline impact.
- Streamlined a fragmented product portfolio—clarifying positioning and enforcing brand consistency without diminishing hero SKUs.

- Scaled multi-channel social strategy across Meta, IG, YouTube, and LinkedIn—blending organic storytelling with targeted paid campaigns to increase reach, amplify brand advocacy, and drive qualified traffic.
- Produced direct-response video ads (CTV/LTV/OLV) and CRO-optimized landing pages, raising CVR 22% and AOV 18%.
- Drove traffic and new-to-brand growth through data-backed SEO, PPC, and Amazon marketplace strategies, boosting visibility and conversions.
- Balanced brand-building with performance marketing to ensure high-impact, cohesive messaging across digital, retail, and social channels.
- Managed a multi-million-dollar marketing budget with full P&L accountability, delivering profitable growth across all paid and organic touchpoints.
- Built and mentored a high-performing team; fostered cross-functional alignment to ensure strategic marketing execution.
- Collaborated with quality and regulatory teams to align messaging and claims with FDA guidelines—minimizing compliance risk.

Focus Laboratories/Paragon BioTeck • N. Little Rock, AR • 2016-2023

Specialty pharmaceutical company focused on developing and commercializing innovative RX, OTC, and D2C products. Specialize in eye care solutions, including diagnostic, therapeutic, and surgical products and dietary supplements.

Senior Director of Marketing

Led a cross-functional team in conceptualizing and launching integrated marketing social media campaigns, branding initiatives, and GTM strategies for new OTC, Rx, and medical device products aligned with market needs and Focus Laboratories and parent company, Paragon BioTeck, corporate goals.

- Transformed B2B marketing by automating content strategies and aligning with sales teams to boost physician engagement and revenue growth
- Directed creation of owned digital content and optimized media mix performance across Amazon, DTC, and B2B platforms
- Reorganized a product portfolio into customer-centric bundles and digital taxonomy, raising e-commerce conversion 22 %
- Rolled out KPI dashboards that give sales real-time insight into campaign impact and inventory turns
- Maintained brand consistency across all consumer touchpoints, reinforcing positioning aligned with strategic objectives
- Drove multimillion-dollar revenue growth through high-performing DTC strategies, product launches, and e-commerce expansion
- Used market intelligence and competitive insights to guide strategic planning, resource allocation, and budget optimization
- Elevated sales performance by collaborating with sales leadership to deliver impactful training on product benefits and compliance

EARLY CAREER

Director of Marketing | TNA Health Staffing

- Launched the marketing department and the company's social media presence from the ground up, which transformed a small healthcare recruitment company to one of the country's top ten largest health professional staffing firms.
- Grew lead generation 80%+ YoY and created strategic marketing plans that increased brand awareness and drove significant revenue growth.
- Increased the number of new temporary healthcare workers on contract from 110 to 1500 by introducing the country's largest travel nurse community forum and coordinating major national networking/community events across six major US cities in partnership with Monster.com.

EDUCATION & CREDENTIALS

Marketing and Communication - William Carey University, Hattiesburg, MS.

GMP (Good Manufacturing Practice) Certified

Completed FDA Nutraceuticals & Supplement Structure Function Claims Courses

Technical Skills: Adobe CS | MS Office Suite | Google Ads/Analytics/Search Console | Meta Ad Manager | HubSpot Expert
Hootsuite | Shopify | WordPress | Magento | WooCommerce | BigCommerce | Sales Force Marketing Cloud / Pardot | Asana
Monday.com | Trello | ClickUp | Klaviyo | Mailchimp | SEMrush | Walmart Connect & Walmart Seller Center
Amazon Seller Central and Amazon Advertising