Sterling R. Morris, M.S.

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STRATEGIC MARKETING LEADER AND MENTOR

RECOMMENDATIONS

- "Sterling is an innovative thinker." — Jeremy Holt, Marketing Manager, Intermountain LDS Hospital
- "Sterling is extremely accountable and detail oriented." — Chris Dallin, Director, Intermountain Healthcare
- "Sterling is a great leader, mentor, and friend." — Sarah Fitzgerald, Manager, Intermountain Layton Hospital

PERSONAL STATEMENT

Knowing one's *why* is powerful. Every morning I feel lucky to wake up and work alongside 39,000 dedicated caregivers on our *why* of helping people live the healthiest lives possible. I would be honored to continue applying my talent, passion, and values toward advancing healthcare at Intermountain Healthcare.

TALENT AND SKILLS

- Adobe Creative Suite
- CI/Kaizen/Lean
- Events & PR
- Marketing & SEO
- Mentoring
- PIO
- Project management
- Research
- Social media
- Strategic planning
- Video production
- Web analytics

WORK EXPERIENCE

MARKETING MANAGER | INTERMOUNTAIN LOGAN REGIONAL HOSPITAL 2015-PRESENT

- Participates in guiding hospital strategy and operations as an active member of hospital executive leadership team.
- Leverages continuous improvement tools, efficiently and effectively leading the department's workflow.
- Leads multi-platform marketing campaigns, boosting patient volumes and brand awareness while meeting budget.
- Engages the community with PR interventions, enhancing relations with strategic community partners.
- Inspires team to engage, resulting in two new annually-reoccurring events for physician and community partners.

COMMUNICATION SPECIALIST | INTERMOUNTAIN LOGAN REGIONAL HOSPITAL 2013-2015

- Led marketing to increase race participants by **40%** in first year resulting in **$70K+** in revenue from event.
- Conserved **$20K+** by producing many in-house high-quality videos highlighting patient and caregiver stories.
- Developed an operationally-efficient standard to bid out major projects saving the department **$30K+**.
- Catalyzed social media strategy leading to **100%+** growth within first year across all social media outlets.

CO-FOUNDER AND OPERATOR | POLITICIT.COM 2011-2014

- Co-founded PoliticIt, the **world's 1st big data startup** in politics, accurately predicting 91% U.S. political races.
- Built national political news network, syndicating results with ***CNBC, Yahoo! Finance*, & *MarketWatch***.
- Launched a 48-state national marketing tour, meeting with national press, senatorial and congressional candidates.

SOCIAL MEDIA DIRECTOR AND WEB DEVELOPER | HUNTSMAN SCHOOL OF BUSINESS 2009-2011

- Boosted school's digital presence by launching website and fostering **1,000+% increase in followers** on social media.
- Produced, filmed, edited, and marketed numerous featured films, enhancing brand equity and visibility.
- Delivered professional-quality writing, publishing numerous articles in a **25,000+ circulation** magazine.

FOUNDER AND OPERATOR | STERLING SIGNATURE STUDIOS 2006-2015

- Founded a successful multimedia business, producing instructional films for businesses and individuals.
- Initiated marketing campaign by developing website, optimizing search engine results, and boosting web traffic.

EDUCATION

UTAH STATE UNIVERSITY, LOGAN, UT 2007-2020

Ph.D., Instructional Technology (Coursework finished; dissertation projected to be completed in 2020).

- 4.0/4.0 G.P.A. earned in courses including program evaluation, learning theory, research design, and analysis.
- Tuition scholarship in department ranked **#3 in world**. College of Ed. ranked **#27** in ***U.S. News & World Report***.

M.S., Management Information Systems (2012)

- Graduate assistantship awardee of stipend and full-tuition fellowship. Graduate assistant of the year in 2012.
- Coursework included information systems development, data communication, and database implementation.

B.A., Economics (2010)

B.A., International Business (2010)

- 3.81/4.0 G.P.A. in economics courses. Dean's list. 40 language credits. Top-5 finish in 2 national competitions.
- Huntsman Scholar, Hansen Scholar, Koch Scholar, Writing Fellow, and USU Honors Program participant.
- Coursework included microeconomics, macroeconomics, statistics, accounting, finance and operations.