

MORGAN YINGST

Communications / Public Relations

CONTACT

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www.morganyingst.com

EDUCATION

BACHELOR OF SCIENCE: ADVERTISING AND PUBLIC RELATIONS - PUBLIC RELATIONS EMPHASIS

Grand Valley State University
Allendale, Michigan

CEO | GrandPR
Grand Valley State University's
Nationally Affiliated Student-Run
Public Relations Firm

SKILLS

Writing and editing
Public relations planning
Presentation development
Social media marketing
Website management
Adobe Creative Suite
Media relations
Graphic design
Event planning

AWARDS

Speaker National Association of
Bar Executives Annual Meeting |
2016
Public Relations Student of the
Year West Michigan PRSA | 2014
I Am Grand Valley Leadership
Award Grand Valley State
University | 2014

EXPERIENCE

COMMUNICATIONS MANAGER

Illinois Supreme Court | November 2021 - Present

- Provide ongoing program support across the Judicial Branch including all manner of design and content creation (i.e., brochures, presentations, newsletters, press releases, etc.)
- Manage the production of the Annual Report of the Illinois Courts
- Write, edit, and produce official judicial branch communications
- Manage the Illinois Supreme Court's social media strategy
- Oversee the Judicial Speakers Bureau to provide educational outreach in classrooms
- Help lead in the strategic planning, development and implementation of statewide public education project initiatives
- Identify effective presentation methods and relevant data to be communicated to judges, attorneys, media, and the public
- Serve as the editor of the monthly e-newsletter, Illinois Courts Connect

SENIOR COMMUNICATIONS SPECIALIST

Illinois Supreme Court | January 2017 - November 2021

- Launched monthly e-newsletter, Illinois Courts Connect
- Redesigned the Court's annual report to improve appearance, functionality, and content
- Execute the Court's social media strategy and maintain social media presence
- Assisted in the redesign of the Judicial Branch website
- Write and edit news releases, and respond to media inquiries
- Produce multimedia content for various Court initiatives
- Compile relevant media articles for daily e-newsletter

PUBLIC RELATIONS AND COMMUNICATIONS COORDINATOR

Illinois State Bar Association | September 2015 - January 2017

- Execute Association's social media strategy and maintain social presence
- Publish content to the Association's blog, Illinois Lawyer Now
- Serve as editor of weekly e-newsletter, Illinois Lawyer Weekly
- Organize and promote Marketing & Communications Committee programs including Ask A Lawyer Day, Law Enforcement Awards, and parades
- Write and distribute news releases
- Respond to media inquiries, identify spokesperson, and prepare spokespeople for interviews

COMMUNICATIONS AND DEVELOPMENT MANAGER

The ALS Association Michigan Chapter | October 2014 - September 2015

- Organize 5K fundraiser which in 2015 attracted more than 1,000 participants and raised over \$300,000
- Identify, recruit, and secure sponsors for a variety of events
- Manage all chapter outreach including social media and traditional media
- Support, evaluate, and expand fundraising programs
- Serve as a liaison for all levels of staff and volunteers and maintain communication with all constituents
- Provide communications expertise and support to the Chief Executive Officer