

Ella J. Moore

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EDUCATION

Brigham Young University – Marriott School of Business

Provo, UT

Bachelor of Science in Strategic Management

Apr 2027

- Achievements: GPA 4.00 / 4.00, Dean's List (x2), Brigham Young Merit-based Scholarship (100% Tuition)
- President at BYU Product Management Association
- Co-President at BYU Women in Strategy Association - Increased female representation in the Strategy Program by 50% in 5 months after a decade of no growth
- Affiliations: Semi-Finalist in the Bain Case Competition, Member of Corporate Strategy Association

EXPERIENCE

Indigo Institute

Provo, UT

Strategy Intern

May 2025 – September 2025

- Member of a 10-person lean growth stage startup team, driving key projects, including development of sales funnel architecture, companywide messaging, ICP targeting strategy, total UX redesign of 15+ website pages
- Authored a 12-week professionalism course with AI implementation and gamification, increasing effectiveness
- Built and fully automated two staffing websites: designed AI-powered phone agent and interview scripts

CAF Outdoor Cleaning

Provo, UT

Project Manager

Jan 2025 – May 2025

- Managed a team of 5 who wrote a comprehensive market research report, including customer segmentation and targeting, marketing, business development, and entry strategies to be used by the executive team
- Created a 3-month work plan, leading the team in month-long sprints, ensuring timely deliverable completion

Brigham Young University

Provo, UT

Business Law Teaching Assistant

Jan 2025 – May 2025

- Offered timely, constructive, positive feedback within 24 hours and personalized bi-weekly tutoring to students, which resulted in an average 8% improvement in test scores and enhanced academic confidence
- Maintained consistent and professional weekly correspondence with 100 + students and professor

MoxyShop Records

Alamo, CA

Personal Assistant

Mar 2024 – June 2024

- Assisted a recording artist in the publication, marketing, production, and release of a new album across 3 platforms
- Crafted search engine-optimized metadata and accurately time-synced lyrics for over 48 tracks, while supporting the production and filming of promotional videos to enhance online visibility

LEADERSHIP & SERVICE

The Church of Jesus Christ of Latter-day Saints

Scotland/Ireland

Volunteer Representative

Sep 2022 – Feb 2024

- Supervised and trained over 100 volunteers; coordinated service partnerships with seven local organizations; supported operations within the mission office, focusing on accrual-based accounting, prepared documents for internal organizational and financial audit, property management, and technical support for over 200 people
- Learned and implemented AI tools, enhancing efficiency and accuracy, automating tasks of three superiors
- Head of the regional newsletter committee; supervised a team responsible for content collection and personally assembled, edited, and published the newsletter monthly

San Ramon Valley High School Golf Team

Danville, CA

Varsity Captain

Aug 2018 – Nov 2020

- Oversaw over 100 team meetings, matches, and practices, taught course rules, and quelled disputes
- Held weekly coordination meetings with adult leaders about scheduling, uniforms, travel, budget, matches, events, and the individual needs of 15 team members across two teams
- Awarded Academic Athlete of the Month for exceptional leadership skills, athletic ability, and GPA

AWARDS, SKILLS & INTERESTS

- Proficient in AI Prompt Engineering, Market Research, Team Leadership, Task Automation, UX Web Design, Social Media Marketing, Microsoft Office Suite, Google Workspace, Canva, Tableau, SEO, and SQL
- Shadowed an Associate Product Manager at Lucid, volunteer at Product Hive
- Lover of great food, Mahjong, Google Calendar, James Webb Space Telescope, and Facebook Marketplace
- Hosts an open-invite monthly Scrapbook Club, fostering community amongst 20+ women in various fields