

# Deontae Moore

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## Education:

**Medill School of Journalism, Northwestern University**, Evanston, IL  
*Bachelor of Science in Journalism*, Anticipated December 2014

**Relevant Coursework:** Consumer Insight, Statistics, Public Relations, Sports Marketing, and Strategic Methods.

## Experience:

**Free Range Office**, Chicago, IL Sept. 2014 – Present  
*Social Media & Communication Intern*

- Create content for company's social media accounts and website
- Assist with media relation tasks such as press releases, research, and comprising media list

**Think Glink Media**, Glencoe, IL June 2014 – Sept. 2014  
*Social Media Intern*

- Researched finance and social media related news for third party content.
- Managed and composed tweets for 2 accounts.
- Analyzed Twitter analytics on Sprout Social in order to enhance performance and engagement.

**Kaplan, Inc.**, Evanston, IL Aug. 2011 – May 2014  
*Campus Representative*

- Implemented on-campus and online marketing initiatives reaching the entire Northwestern student body.
- Generated on average 150+ monthly leads through distribution of flier posting and handbills.
- Represented Kaplan on campus and create partnerships with more than 20 clubs.

**Sikich, LLC**, Chicago, IL April 2013 – Sept. 2013  
*Public Relations & Marketing Communications Intern*

- Developed extensive and elaborate media lists.
- Edited and wrote copy to distribute to press.
- Performed media relation tasks such as pitching, calling and emailing reporters, posting on news sites, and building on PR plan for client.

**Swank Publishing**, Chicago, IL Jan. 2012 – Feb. 2013  
*Social Media Intern*

- Operated firm's social media accounts, with moderation and control of 15 accounts.
- Created firm's monthly online newsletter that reached over 4,000 downloads and 10,000 impressions.
- Implemented over 20 social media campaigns to boost awareness of a client.
- Interpreted analytics from Sprout Social in order to compile weekly reports for a client

## Activities:

**Medill Media Teens**, Chicago, IL Sept. 2010 – May 2014  
• Taught high school students required skills to achieve success as a professional journalist in the media.

**Minorities Business Association (MBA)**, Evanston, IL Sept. 2012 – Apr. 2014  
*Vice President*

- Responsibilities ranged from running meetings, taking notes, organizing and planning events, publicity and communications.

**For Members Only (NU's Official Black Student Alliance)**, Evanston, IL Apr. 2010 – Apr. 2012  
*Publicity Chair*

- Responsibilities ranged from handling marketing and branding of organization, technical operations, organizing events and communications.

**Notable Skills:** Proficient in all Microsoft products, Photoshop, Flash, Adobe Premiere, InDesign, Copy and editing