

MELISSA MOORE

CONTACT

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EDUCATION

BA MEDIA ARTS, EMPHASIS IN PR

BOISE STATE UNIVERSITY | DEC 2020

ACCOMPLISHMENTS

**CO-FOUNDER / COMMUNICATIONS
MANAGER**

FASHION LEAGUE OF BSU | JAN 2020 -
PRESENT

- Created and oversee logo and brand standards
- Manage internal communications
- Organize meeting agendas and all operational planning

SKILLS

Organization

Copywriting

Campaign Development

Content Creation

Social Media Strategies

Formative Research

Project Management

Leadership

CERTIFICATIONS

Google SEO

Social Media Ads

Email Marketing

WORK EXPERIENCE

STRATEGIC MARKETING MANAGER

EPILEPSY FOUNDATION OF IDAHO | SEP 2019 - PRESENT

- Develop, implement, and manage social media, marketing, and pr strategy to increase local awareness
- Establish and manage a growth strategy for internal communications and day-to-day operations for better business efficiency
- Analyze and track project performance with weekly reports to Executive Director and monthly reports to Board of Directors

DIGITAL MARKETING INTERN

PROOF EYEWEAR | JULY 2019 - AUG 2019

- Curated and segmented digital content to increase engagement and social media channel growth
- Strategized with higher officials to establish and develop launch of upcoming ambassador program

ACADEMIC EXPERIENCE

BLUE HOUSE AGENCY - PRSSA (PUBLIC RELATION SOCIETY OF AMERICA)

ADMINISTRATIVE DIRECTOR | BLUE HOUSE AGENCY | JAN 2020-
PRESENT

- Collaborate with Director to establish and manage day-to-day operational planning and development
- Develop and oversee new client contracts and agreements
- Reorganize agency's archives and bylaws to improve current structure and functionality

ACCOUNT COORDINATOR | ADA COUNTY CORONER'S OFFICE |
AUG 2019- DEC 2019

- Conducted primary and secondary market research to help client identify target audience for upcoming campaign

SOCIAL MEDIA STRATEGIST | BLUE HOUSE AGENCY | JAN 2019 -
APRIL 2019

- Developed a social media strategy to reach a goal of 750 followers which exceeded by 20 followers
- Established a recognizable brand using a more cohesive, professional aesthetic and online persona from creative editing