**Sarah H. Moore**

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159 Vidal Blvd | Decatur, GA | 30030

Cell: (404) 731-3645

**SUMMARY** Recent graduate seeking an entry-level public relations or graphic design position that will allow the opportunity to

create fresh, engaging content to attract and retain a specified target audience.

* Possesses a basic understanding of digital media and PR strategies that drive business goals
* Social media user skilled in engaging communities and influencers across channels
* Creative thinker with the ability to innovate new techniques/approaches to media and strategy
* Thrives in fast-paced, collaborative environments that value creativity, community and results
* Industry expertise and interests include social media, technology, television, culture, food industry

**EDUCATION Bachelor of Arts in Communication and Information Science**, Winter 2016

The University of Alabama, Tuscaloosa, AL

Major: Public Relations | Minor: Psychology | GPA: 3.5

**Web Development Immersive**, July 201

General Assembly, Atlanta, GA

**HONORS AND**

**AWARDS** Sigma Alpha Lambda National Leadership and Honors Organization

Phi Sigma Theta National Honor Society

Dean’s List

**TECHNICAL**

**SKILLS** *Advanced* Adobe Creative Cloud (including InDesign, Illustrator and Photoshop)

*Advanced* Microsoft Office (including Word, Excel, PowerPoint, and Access)

*Intermediate* Website Development (including HTML, CSS and JavaScript)

**WORK EXPERIENCE**

**Alliance Marketing Partners Fall 2016 to present**

Driven by the concept of Entrepreneurial Marketing, AMP is a unique marketing agency that not only provides the creative solution but also executes with flawless efficiency.

**Graphic Designer, Production Artist**

* Tasked with designing and/or resizing digital and static banners, OOH/billboard signage, in-store POP, flyers, vinyl banners, and other misc. marketing elements for Dunkin’ Donuts
* Create, manage and update various websites for clients under Dunkin’ brand guidelines

**DXTR Creative Group Spring 2016 to present**

DXTR Creative Group provides innovative, digital marketing and design services to individuals, companies and organizations.

**Founder, Creative Director**

* Work with individuals and businesses to build brand and user experiences through website design, branding, graphic design, copywriting, social media, and strategy

**Georgia Conservancy Spring 2016 to Fall 2016**

The Georgia Conservancy is a statewide, member-supported conservation organization. Their mission is to protect and conserve Georgia’s natural resources through advocacy, engagement & collaboration.

**50th Anniversary Marketing and Communications Intern**

* Work with Communications Director to schedule social media posts
* Work with marking and communications team to create a strategy for surveying current and former Georgia Conservancy board members and conservation leaders in the community about the most important accomplishments of the Georgia Conservancy over the last 50 years
* Tasked with sorting through Georgia Conservancy archives to identify important Georgia Conservancy history, facts and accomplishments

**Creative Campus Spring 2015 to Fall 2015**

Creative Campus is a student-centered arts advocacy organization dedicated to building relationships that will serve as a voice for the cultural arts.

**Intern**

* Worked with students, faculty and community members in order to engage the University of Alabama and Tuscaloosa with innovative ideas, which typically culminated in a cultural event or an on-going project
* Collaborated with on-campus and community organizations to create arts-focused projects and initiatives that served to bring the campus and the greater Tuscaloosa communities together

**The Crimson White Spring 2014 to Fall 2015**

The Crimson White is the student news organization and Paper of Record for The University of Alabama. Fifteen thousand papers are circulated daily throughout the UA campus and the Tuscaloosa area.

**Lead Designer**

* Ensured successful design of paper from organizing stories on pages to publishing
* Assisted the visuals editor with hiring, training, budget meetings, layouts, and design, which improved the speed of the process up to two hours
* Budgeted space for articles throughout print edition
* Negotiated with desk editors to prioritize stories to print in newspaper
* Designed various pages (including cover page) for both newspaper and magazines composed of articles, photography, graphics, statistics, and interviews
* Trained new interns in workflow, design rules, software, and content management systems

**Capstone Men and Women Spring 2013 to Spring 2014**

The Capstone Men and Women are a group of students selected to serve as official ambassadors of The University of Alabama.

**Official Student Ambassador**

* Communicated a better understa­­nding of all aspects of the University of Alabama to campus visitors and attended to the guests of the University
* Provided an extra measure of hospitality to campus visitors and guests to increase satisfaction and enrollment rate
* Hosted frequent campus tours for prospective students using a combination of scripted materials and custom adaptation
* Followed up with prospective students to record information concerning their campus visits
* Assisted the University President, administration and trustees with VIP events