TIFFANY MORAN

DIGITAL MULTIMEDIA

CONTACT INFO

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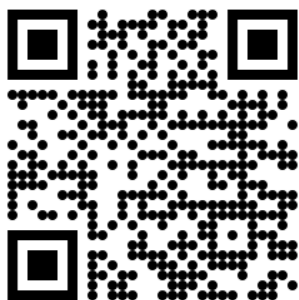**Phone:** (908) 391-2079
Email: tiffanycmoran@outlook.com

SELECTED HIGHLIGHTS

Cynopsis Rising Star Award (2020)
EPIX Hackathon (2019)
Rising Shrine Femme Fest (2019)
Working: Syracuse Podcast (2018)

SKILLS

Tech — QA Testing, Agile, Project Management, SEO/ASO, Jira, Release Management, HTML, CSS, Javascript (JQuery, Angular, Node.js), SQL

Editorial — CMS, Writing, Editing, Google Analytics, A/B Testing, InDesign, Photoshop, Unity, Email on Acid, Mixpanel, Tableau, Market & Competitor Research, Powerpoint

WORK EXPERIENCE

PRODUCT ENGAGEMENT COORDINATOR
EPIX | July 2019 - present

Personalization
Execute weekly programming changes to maintain a personalized UX on websites and apps | Launched home-grown Recommendation Engine

App Store Optimization (ASO) and Release Management
Collaborate with the broader digital team to support shipping new features | Conduct A/B Google Play testing | Increased monthly installation rate 101.15 percent and average Google Play rating from 3.5 to 4.3 stars from July 2019 to December 2019

Sprint Over Sprint
Curate editorial collections | Transcode and upload video content for movies and original series | UAT tickets in Jira | Collaborate with design team for deliverables

PRODUCT ENGAGEMENT ASSISTANT
EPIX | September 2018 - July 2019

Built and programmed pages in the CMS for all movies, shows and specials | Managed team calendar in Confluence | Conducted competitive analyses | Created tagging metadata for AI recommendations

EDUCATION & TRAINING

SYRACUSE UNIVERSITY | Graduated May 2018
B.S. Information Management & Technology | The School of Information Studies
B.S. Magazine Journalism | S.I. Newhouse School of Public Communications