



A marketing and public relations practitioner dedicated to helping clients share targeted messages in a unique way. I help clients become an authority in their field by utilizing new/traditional media via strategic plans. As a result, new design, messaging and platforms attract new clients.

PROFESSIONAL EXPERIENCE

Moore Marketing & Communications 2008-Present

Owner, CEO

- Public Relations: Press Release, Media Inquiries
- Marketing: Campaign Planning and Implementation
- Social Media Content Creation and Targeting
- Brand Creation and Management
- Core Messaging
- Culture Cultivation: The Brand Experience
- Design (TV, Print, Web)

KSBI Television 2010-September 2014

Marketing Coordinator

- Press releases, public image, brand management
- Contract negotiations for print, web and media procurement
- Social Media management
- Website design and content management
- Print media design, management and distribution
- All external marketing: billboards, website, social media, print ads, commercial scheduling
- Sales: Local direct

Consumer Source 2006-September 2009

Senior Graphic Artist

- Produced/managed 40 to 100 print publication ads daily
- Troubleshoot color and layout production at blueline
- Serviced/assigned the workflow of ad requests
- Primary manager of graphic template library
- Communication/CSR between artists and market
- Monthly qualitative scores for artists
- Measured design quality and file maintenance
- Creative and professional growth of artists
- Creative designs, retouching at corporate desired quality

Francis Tuttle Technology Center 2001-2006

Graphic Design Coordinator

- Monthly publication: layout design and copy placement
- Staging for photo shoots, magazine covers
- Campaign concepts, implementation and production
- Project management
- Leadership for part-time designers/interns

Multi-media Designer | 2001-2003

- On air graphic opens/closes for broadcast airings
- Logo design and creation for various special projects

STRENGTHS & ABILITIES

- Brand Creation and Management
- Public Relations
- Media (TV, Print, Web) Marketing & Sales
- Creative Problem Solving
- Strategic Planning & Project Management
- Multi-media Design (TV, Print, Web)
- Contract Negotiations
- Leadership

EDUCATION

Regent University

Bachelor of Arts in Communications (36 Hours)

University of Phoenix

Associate of Arts in Information Technology

Francis Tuttle Technology Center

Internet Technologies

Francis Tuttle Technology Center

Electronic Desktop Publishing

CERTIFICATIONS

Adobe Photoshop Certified Expert (PS6)

COMP TIA A+ Certification

COMP TIA iNet+ Certification

CIW Web Designer

ORGANIZATIONS

Oklahoma Media Network

Board Member - Web and Social Media

Public Relations Society of America

Social Media

National Association of Black Journalists

Member

Toastmasters International

Member

Business Professionals of America

Member

COMMUNITY SERVICE

Wonderfully Made Foundation Volunteer

Francis Tuttle 3D Animation Advisory Board

Mid-Del Technolgy Center Multimedia Advisory Board

Etiquette Classes & Guidance Classes for Teens

KYSE: Kiss Your Self Esteem Boutique (Dom. Violence)

AWARDS

Silver Addy Award - Print Design

Society of Professional Journalists - Web Design 2012

Business Professionals of America - National Award Winner