

CLAIRE MOORE

DIGITAL COMMUNICATIONS

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EDUCATION

Brigham Young University

Aug. 2015 - Dec. 2020

BA: Communications

Minor: Spanish

"Generation Z Perceptions of a Positive Workplace Environment" published in "Employee Responsibilities and Rights Journal"

SKILLS

- Adobe Creative Suite
- Photography
- Copywriting
- Google Ads + Analytics
- Facebook Advertising
- Salesforce Marketing Cloud
- Wordpress
- Basic HTML
- Spanish: Highly Proficient

VOLUNTEER WORK

Representative • April '16-Oct '17

The Church of Jesus Christ, Spain

- Taught individuals about Jesus Christ
- Performed community service: English classes, clothing drives, soup kitchens
- Responsible for leading and training 60 women volunteers
- Organized workshops on how to increase productivity

Creator+ Editor • Mar '14-Mar '18

Testaments of Christ

- Personally interviewed over 500 people, transcribed and edited content to post on Instagram account
- Grew following to over 11k users; recognized by Deseret News in 2014

WORK EXPERIENCE

Digital Account Coordinator • Aug '21-Feb '22

The Lukens Company,

- Manages relationships for clients: American Leprosy Missions, Basilica of the National Shrine, and Riverbanks Zoo
- Manages projects for design, copywriting, and web development
- Implements and monitors Google and Facebook Ad campaigns
- Codes and deploys emails through Salesforce Marketing Cloud, & Luminate
- Prepares reports on metrics from Click & Pledge, Google, Facebook, etc.

Social Media Marketing Intern • Jan '21-July '21

Deseret News

- Crafted posts using InDesign, Creator Studio, & TweetDeck
- Monitored engagement using Google Data Studio & CrowdTangle
- Discussed digital strategy and implemented new methods to increase reach – by maximizing tags, putting content in new groups, & creating new visuals
- Created content that performed up to 587% better than projected by CrowdTangle

Photographer • April '19-Dec '20

Brigham Young University

- Photographed BYU sporting events, athletics content, portraits, banquets, etc.
- Managed and edited files using Photomechanic, Photoshelter, & Photoshop
- Awarded 2nd Place in UPAA Monthly Photo Competition, Student & Associate Category in March & Oct. 2020

Photojournalist • April '18-April '19

The Daily Universe

- Photographed sporting events, university functions, and formal events, such as The Semi-Annual General Conference for The Church of Jesus Christ
- Edited, processed, and managed files using Photomechanic, Lightroom, & Box
- Photograph of Jeffrey R. Holland was published in the Church News in 2018

Digital Marketing Assistant • Oct '17-Mar '18

Money360

- Produced content and managed accounts for LinkedIn, Facebook, and Twitter
- Organized and published social media content using Hootsuite and Slack
- Collaborated with marketing officials to better digital strategy

Social Media Coordinator • Oct '14-July '15

Big Air Trampoline Park

- Conducted market research to communicate company brand to target audience
- Planned strategic content for Instagram, Facebook, & Twitter
- Created publishing content by taking photos and designing graphics