

Emily Jillian Moore

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PROFESSIONAL OBJECTIVE

I am an empathetic leader who utilizes my curiosity and creativity to collaborate with others towards strategic solutions. I am currently seeking opportunities at an advertising agency that will support my growth as an aspiring strategic planner.

EDUCATION

University of Colorado at Boulder - College of Media, Communication, and Information Expected May 2026
B.S. in Strategic Communications with a concentration in Strategic Advertising Boulder, CO
Minor in Business with a concentration in Product Development

- GPA 3.87 | Dean's List 2022-present
- Chancellors Achievement Merit Scholarship
- Relevant Coursework: Account Management, Brand Solutions, Media Planning, & Consumer Insights

Deans Scholar Program

- Rigorous academic experience for the highest-achieving incoming students
- Serve in an advisory group to the Dean and invest in professional and leadership development workshops

ADVERTISING WORK EXPERIENCE

Echo Boomer Design May 2025 to August 2025
Digital Marketing Contractor Boulder, CO

- Fulfilled needs of clients: Total by Verizon, PLANTSTRONG Foods, Greene Tweed, The Better Fish®, & 123 Spirits
- Designed strategy decks, shot lists, content calendars, ad copy & spend, & partnerships with micro-influencers

Coffee Elf May 2024 to August 2024
Marketing & Public Relations Intern for Sustainable Start-Up Remote

- Selected from 1,000+ applicants to create social media content, track analytics, & research growth opportunities
- Secured the company's first B2B sale & targeted 100+ potential partners via shared media tactics

Rosetta Hall June 2024
Production Assistant Boulder, CO

- Recruited 5 models, coordinated their outfits/accessories & compensation to shoot a year's worth of content in 3 days
- Set up/took down lighting/camera equipment, operated the camera & adjusted the visual aesthetics of scenes

RELEVANT PROJECTS

Pepper's Senior Dog Sanctuary - Spec Campaign September 2025

- Researched, strategized, & copywrote for this nonprofit in need of donations and awareness
- Devised playful "toss 'em a treat" campaign to increase impressions and compel viewers to donate

Karsh Hagan - Creative Sprint November 2024
1st Place Winner Denver, CO

- Strategized, wrote, and designed the best spec campaign for our client, Otterbox, in this intensive 24-hour competition
- Collaborated with young creatives and presented our detailed "Safe is Sexy" deck to impressed agency executives

LEADERSHIP EXPERIENCE

CU Advertising Club August 2025 to Present
President Boulder, CO

- Manage & motivate the executive board & maintain positive member morale by encouraging ideas & communication
- Prepare & present decks at biweekly meetings, recruit members, manage budget, organize team, & coordinate events

CU Independent August 2024 to January 2025
Assistant Sports Editor Boulder, CO

- Produced weekly article ideas & assigned them to certain writers I deemed fit according to their style & interests
- Revised every piece to fix grammatical/punctuation errors, strengthen flow, & follow AP guidelines before publication

SKILLS AND INTERESTS

Technical: Proficient in Adobe Creative Cloud, Microsoft Office, Meta Ads Manager, MRI Simmons Insights, & Canva

Interests: Collage Art, Nutrition, Live Music, Texas Hold'em, & effective Product Placement.