

# 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  
*1<sup>st</sup> 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.