Shawtima Moore

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Bridgeport, CT, USA, 06607

PROFESSIONAL SUMMARY

Versatile and accomplished professional with a strong background in marketing leadership, operations, and technical support, offering proficiency in computer networking, system administration, troubleshooting, application security fundamentals, and Google IT Support concepts. Brings a proven ability to manage cross-functional projects, analyze data, solve complex problems, and support efficient technology-driven operations. Seeking to leverage technical skills and operational experience to contribute as a Systems Engineer.

WORK EXPERIENCE

Executive Marketing Director **Sep 2019 - 2024**

Moco

● Led strategic marketing initiatives that increased qualified lead generation and improved conversion rates through data-driven campaign optimization and audience segmentation.
● Directed cross-functional teams across digital, content, and brand functions to deliver integrated campaigns, strengthening brand visibility and supporting revenue growth.
● Implemented marketing automation, analytics, and reporting processes that reduced campaign turnaround time and improved ROI by through more efficient resource allocation.

Chief Executive Officer & Founder **Jan 2023 - Present**

Azic Labs | Self-employed

● Developed and launched technology-driven products and internal workflows, improving operational efficiency and reducing manual processing time.
● Led cross-functional planning, budgeting, and execution for strategic initiatives, aligning product delivery, marketing, and stakeholder communications to support growth in business performance.
● Implemented systems, analytics, and process improvements across core functions, increasing data accuracy and strengthening overall service reliability and scalability.

Founder AND Chief Marketing Officer **Dec 2018 - 2025**

Pink Leche Marketing Collective | Self-employed

● Led the founding and strategic growth of a marketing collective, developing brand identity, services, and go-to-market campaigns that positioned the business for scalable client acquisition.
● Directed end-to-end marketing operations, managing client campaigns across social media, email, and digital advertising channels to improve engagement, lead generation, and campaign performance.
● Built and executed integrated brand and content strategies that increased audience reach and strengthened client retention through data-driven planning, creative direction, and project management.

Marketing & Business Development Associate **Dec 2016 - April 2018**
The TNS Group

● Developed and executed multi-channel marketing and business development campaigns that increased lead generation and supported revenue growth of 70%
● Managed CRM data, outreach workflows, and sales follow-up processes for prospects, improving conversion rates and shortening response times.
● Collaborated with cross-functional teams to create sales collateral, presentations, and digital content that strengthened brand visibility and contributed to securing new client or partnership opportunities.

Operational Manager **Oct 2013 - Sep 2016**
Teavana

● Optimized daily store operations by managing scheduling, cash handling, merchandising, and inventory controls across 10 team members, improving workflow efficiency and maintaining consistent service standards.
● Led training and performance coaching for 10 employees, strengthening customer service delivery, reducing operational errors by 78%, and supporting a high-performing retail team.
● Implemented process improvements in reporting, vendor coordination, and inventory management that reduced stock discrepancies by 60% and increased operational accuracy across key functions.

EDUCATION EXPERIENCE

Marketing, Bachelor's Degree **2025 - 2027**
Capella University

Digital Media Production **2012 - 2015**
Pace University

CERTIFICATIONS

HubSpot Certified,
Adobe Creative Cloud Certified,
Mailchimp Certified,
Constant Contact Certified,
CompTIA ITF+ (Coursework Completed, Certification Pending), N/A
Google IT Support Professional Certificate,
Leadership Certification, Pace University