

# KENDALL ANN MOORE

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Creative and strategic communications professional with a proven ability to elevate brand visibility and strengthen community engagement through dynamic digital storytelling. Skilled in utilizing design, multimedia, and social media strategies to craft compelling messages that resonate with diverse audiences. Former collegiate student-athlete with a collaborative mindset, passionate about shaping narratives that reflect an organization's values and goals.

## PROFESSIONAL EXPERIENCE

### **Marketing Coordinator • Northeast Spa and Pool Association**

**June 2024 – Present**

- Leads marketing efforts to execute communication strategies that boost visibility for key campaigns, including high-profile events like the annual Pool and Spa Show, which attracts over 10,000 attendees from over 45 U.S. states and international locations.
- Develops and implements email marketing campaigns to engage target groups, providing performance analysis and insights to optimize future strategies.
- Oversees the creation, scheduling, and management of social media content, fostering engagement across platforms like Facebook, LinkedIn, and Instagram, to build and amplify the organization's brand narrative.
- Creates compelling storytelling pieces, for NESPA's official print Magazine, *The Edge*.
- *Writing Samples:*
  - [Puravida Outdoor Living Making Waves Member Spotlight](#)
  - [Brewer Endeavors LLC Making Waves Member Spotlight](#)

### **Manager of Marketing and Graphics • Diane Turton Realtors**

**June 2023 – June 2024**

- Designed marketing materials such as print and digital advertisements, brochures, flyers, and social media graphics for the company's 15 office locations.
- Responsible for the regular maintenance of the company website through uploading photo content, managing over 200 real estate agents' online biographies, and creating functioning website page redirects.
- Regular, monthly tasks included the creation of staff recognition graphics, customer satisfaction infographics, and updated real estate market snapshots.

### **Athletics Communications Assistant • Princeton University Athletics**

**Sept 2022 – June 2023**

- Served as the primary communications contact for assigned Division One programs at Princeton University (Men's and Women's Cross Country & Track and Field, Men's and Women's Squash, and Men's Volleyball)
- Duties for each program included writing weekly feature stories and event recaps published onto the official athletics website in a timely manner, communicating effectively with head coaches to organize team media days for over 300 student athletes, managing each program's social media presence across multiple platforms like Facebook and Instagram, ensuring online team schedules and athlete rosters were accurate, and regularly updating team record books.
- *Writing Samples:*
  - [Rodrigo Fernández of Men's Volleyball Latinx Heritage Month Feature](#)
  - [Sondre Guttormsen Wins NCAA Indoor Pole Vault Championship Clearing 6.00m to Tie Collegiate Record](#)

## EDUCATION

### **B.A. Communications and Graphic Design**

**May 2022**

Fairleigh Dickinson University, Florham Park, New Jersey  
GPA: 3.8, Magna Cum Laude – Project Completed: [Graphic Design Thesis](#)

## AWARDS

### **Joan Desilets Award**

*Awarded to the FDU female student athlete who best exemplifies qualities such as spirit, integrity, and commitment to the betterment of the Devils Athletic Department.*

### **Wade W. Watkins Award**

*Awarded to the FDU student athlete who best exemplifies enthusiasm and a selfless willingness to give of oneself.*

### **Renee Klein Award**

*Given to a sister of Theta Phi Alpha sorority who is dedicated to all aspects of sisterhood and shares this dedication outside of the sorority. She is a well-known woman on campus who only represents Theta Phi Alpha positively in everything she does.*

## RELEVANT LINKS

[LinkedIn Profile](#) • [Creative Portfolio](#) • [Field Hockey Player is Mental Health Game Changer](#)