

Phoenix Moore

Dallas, TX | phoenixmoore18@outlook.com | phoenixmooreportfolio.com

Experience

Bright Horizons Family Solutions | Social Media Intern

July 2022-Present

Remote (Dallas, TX)

- Oversee operations for 350+ Facebook pages, sourcing 30+ pieces of high-quality local content monthly to power corporate social media campaigns.
- Reimplemented an abandoned campaign, achieving a reach of 31,000 and demonstrating the value of strategic content revival.
- Identified high-performing webinar and podcast content on X, shifting strategy to focus on these formats and strengthening platform engagement.
- Collaborate cross-functionally on SEO, thought leadership, and podcast initiatives, contributing to improved search rankings and audience growth.
- Created training presentations that streamlined account setup processes, reducing troubleshooting tickets by nearly 50%.
- Deliver strategic social media insights via slide decks to leadership, influencing content planning, and platform strategy.

Prudential Financial | Marketing Assistant

July 2022- Aug 2023

Oklahoma City, OK

- Maintained a social media content calendar with scheduling software, ensuring consistent and timely content delivery across platforms.
- Developed marketing materials for speaking events, increasing brand recognition and audience engagement.
- Adhered to strict industry regulations while crafting engaging social media content that resonated with the targeted audience.

Cocoa Initiative | Board Member, Administrative Director (Volunteer) Aug 2021 - Present

- Plan and coordinate the nonprofit's annual conferences, overseeing logistics, promotional content, and communication with speakers and attendees.
- Support branding, community outreach, and digital content development to build awareness and engage supporters.

Education

University of Oklahoma, Norman, OK

Aug 2020 - May 2023

Bachelor of Business Administration in Marketing (GPA: 3.8)

Navarro College, Waxahachie, Texas

Aug 2016 - May 2020

Associate of Science Degree (GPA: 3.8)

Platform Experience: Microsoft Suite, Canva, Monday.com, Sprinklr, Adobe Creative Suite (Photoshop, Workfront, etc.), Facebook Meta Business Suite, Instagram, Hootsuite, Yext.

Certifications: HubSpot Inbound Marketing Certification, Hootsuite Social Media Marketing Certification