

Alyssa Moore

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PROFESSIONAL EXPERIENCE

Pasa Sustainable Agriculture ~ Social Media and Community Engagement Specialist

June 2023 – Present

- Create and implement social media strategies that help farmers, food system professionals, and changemakers connect to Pasa programs and learn about their impact through compelling storytelling and a data-driven approach.
- Align monthly social media content with Pasa's editorial and events calendar to ensure marketing efforts are aligned and optimally effective.
- Develop social media-specific brand guidelines to ensure consistent and impactful content and update accordingly based on program needs and performance.
- Partner with the Strategic Impact team, Communications team, and Program Area Leads to ensure all marketing efforts are aligned and contribute to the goals of the organization's various initiatives and Pasa's overall success.
- Engage actively with the Pasa community on Facebook, Instagram, LinkedIn, and YouTube to build trust and community online.
- Generate organic and paid social content based on a digital growth strategy, ensuring all content aligns with a targeted goal and a trackable performance indicator.
- Analyze and adjust content strategy based on insights learned from monthly, quarterly, and annual data.
- Implement training from diversity, equity, inclusion, and justice training to create content that dismantles white supremacy culture and supports equity and justice in agriculture and the food system overall.
- Produce social media toolkits that empower farmers with the marketing content and direction to promote Pasa partnerships and shared initiatives.

Many Moons Creative ~ Founder / Branding + Digital Marketing Specialist

August 2020-Present

- Provide full-service branding, digital marketing, and website creation services for dozens of women, LGBTQ+, BIPOC-owned small businesses and non-profits.
- Execute detailed strategy sessions and conduct deep industry research to inform innovative branding and marketing decisions for clients.
- Develop monthly content calendars based on clients' brand voice, mission, and goals.
- Create data-driven strategies that clearly outline appropriate KPI and ROI benchmarks, allowing for improved marketing plans month after month.
- Design and build custom SquareSpace and ShowIt websites to support the client's overall digital marketing goals and operate as an integral part of their sales strategy (all while keeping functionality, accessibility, and responsiveness in mind).

ProFromGo Internet Marketing ~ Lead Digital Designer

August 2018–August 2020

- Designed custom websites and collaborated with our in-house developers to build innovative website solutions that considered brand story-telling, functionality, accessibility, and overall user experience to create the best end product possible for our clients.
- Implemented website changes in various content management systems to support ongoing marketing goals.
- Utilized inbound marketing methodologies to develop custom marketing plans to move potential customers through the buyer's journey and increase sales.
- Worked with the creative team to develop supporting content, including paid ads, social media campaigns, and blog content.

Chemistry Agency ~ Art Director + Designer

July 2016–July 2018

- Collaborated with art directors, designers, and writers to create exceptional print and digital marketing strategies for clients, including UPMC Health Plan, H&R Block, and The New York Philharmonic.
- Worked closely with the creative team to exceed the expectations and deliverables outlined in client project briefs by pushing the boundaries of creativity from the initial storyboard to the final launch.
- Provided art direction on creative content, including brand photography + video content, print advertisements, in-store signage, out-of-home promotional materials, digital ads, social media content, and more.

EDUCATION

Bachelor's of Science in Graphic Design
The Art Institute of Pittsburgh

SKILLS + EXPERTISE

Adobe Creative Suite, Canva, WordPress, Squarespace, Showit, Mailchimp, ConvertKit, Instagram, Facebook, LinkedIn, TikTok, Buffer, Loomly, Later, Meta, Google Analytics, Microsoft & Google Suites, Airtable, Monday