

Jennifer Moore

970.702.8002

jenniepin62@gmail.com

951 Wheatridge CT Loveland CO.

LinkedIn.com/in/yellowpugltd/



Creative Writing, Content, Graphic Design

Career copywriter, graphic designer, and SEO/web building professional. Experienced in short and long form copywriting, persuasive, legal, technical, and marketing content. Book author, cartoonist, and published article contributor. Creative Suites expert, business degree and pursuing MBA in Data Analytics at Colorado State University.

Education

PURSUING MASTER'S DEGREE
MBA/MARKETING DATA ANALYTICS
Colorado State University
Expected completion 2022
GPA 3.6

BACHELOR'S DEGREE,
B.S. ACCOUNTING
Southeastern Louisiana University
Cum Laude 1988

Skills

- Creative Writing
- Web Content and Building
- Creative Suites
- WordPress
- Shopify
- Certified in Google AdWords
- SEO Expertise/Organic & Paid
- Verbal Communication
- Management Experience
- Graphic Design professional

Work Experience

DESIGN PROFESSIONAL/ENTREPRENEUR

Yellow Pug Ltd./2015-Current

Project basis accomplishments including: publishing, editing, print production, and web building for clients by order:

- Unique trade name creation; achieved 8 federal trademarks
- Custom product and collateral creation inclusive of: trade show graphics, logo and identity design, web content, professional presentations, financial plans, business plans, and fundraising

PRESIDENT/INTELLECTUAL PROPERTY CREATION

pH R&D LLC / 2008 – Current

Authored and achieved 4 U.S. Patents on skin preparations. Identity and logo creation for 4 product lines related to patents. Managed employees and sold national level accounts, as well as managed bar code, shipping, and vendor internal systems of varying types. Cost and margin projections. Raised \$1 million in capital. Executive level networking and sales capabilities:

- Intellectual property creation
- C-Level management ability
- Identity creation, professional writing, web development, marketing

PRESIDENT/ENTREPRENEUR

Bartels & Company/ 1991-2008

Full charge ad agency and creative direction for 5 staff. Industry focus areas: higher ed, legal, retail, automotive, political, and not-for-profit:

- Identity, name generation, and logo creation
- Collateral creation and procurement at cost efficiency
- Trendsetting and income generation/ad campaigns
- Web and SEO development

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Skills / technical

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Adobe Acrobat Pro
- Google Analytics
- Facebook Ads
- email Marketing Platforms

References

CATE MEYER

Colorado State University
College of Business MBA Capstone
Campus and Online Lead Coordinator
T: 970.568.7545
E: Cate.Meyer@colostate.edu

JODIE W. ROHNER

Crimestoppers of Tangipahoa
Executive Director
T: 303.823.2344
E: jodie.rohner565@gmail.com

MARIA MCCLAIN

C3 Real Estate
Broker/Realtor
T: 970.217.8500
E: mmclain@c3-re.com

BRAD BROWN

WhipSmartt, LLC
Software/App Development
T: 303.809.3075
E: bradbrown@whipsmartt.com

Work Experience (continued)

Administrative Assistant

Gagliano Gasaway / 1989-1991

Administrative assistant for ad agency:

- Billing and Client Care
- Collections; Subbed for graphic designer using Illustrator and Photoshop

Assistant to The Dean of the College of Business

Southeastern Louisiana University/ 1986-1988

Publishing Assistant for Instructors and Dean:

- Assisted with Accreditation efforts for the business school
- Assumed Civil Service position as a student worker and typed instructor research papers, aided Dean in typing advertising plans and fundraising proposals for university athletics

Extra

SELF PUBLISHED BOOK / Road to El Roi

- [Amazon/B&N/www.roadtoelroi.com](https://www.amazon.com/dp/B08L7L7L7L), www.roadtoelroi.com/order-the-book

Boulder Digital Arts, Proposed Instructor 2020 for Night Classes

- Self-Publishing Lunch and Learn, Feb 26, 2020

Contributing Writer, RedTentLiving.com: [On Cows and Childbearing, December 2019](https://www.redtentliving.com/blog/on-cows-and-childbearing-december-2019), and [Distillation, January 2020](https://www.redtentliving.com/blog/distillation-january-2020)

Content writer for ShoutVox, (www.shoutvox.com) accepted January 2020

Professional Development

WordPress for Site Owners
Boulder Digital Arts
January 2020

Digital Infographics Seminar
Boulder Digital Arts
November 2019

Tableau Training
Intellipat Training Modules
2019-Lifetime

SBIR Grant Writing Webinars
Military and National Science Foundation
2013-Current