

TILLIE MOORE

Contact

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☎ (415)583-5884

Social Links

- tillimoore.com
- [linkedin.com/in/tillie-moore](https://www.linkedin.com/in/tillie-moore)

Technical Skills

- Microsoft Excel & Word
- Adobe Photoshop & Premiere
- Canva
- Muck Rack, Cision, PR Newswire
- AP Style
- Intermediate French

Soft Skills

- Making people laugh
- Social media creation and analysis
- Time management
- Motivated self-starter
- Leadership and teamwork
- Creativity

Education

University of Oregon

B.A. Public Relations

Minor in French

Minor in Creative Writing

Graduation in Spring 2023

School of Journalism and Communication

- J454 PR Campaigns: Completed a 10-week campaign with a team to relaunch an app to 15,000 employees at the Oregon Health and Science University
- J480 Social Media Topics Course: Worked and communicated with Stoller Wine Group to analyze its social media audit and form suggestions based on research and data
- J211 Gateway to Media: Nonfiction storytelling through words, photos, audio and video

Involvements

Sales at Teac Mor Vineyards

- December 2022 - present

Member of Pi Beta Phi sorority,

- October 2019 - present

Singer-songwriter and recording artist

- October 2018 - present

COMMUNICATIONS EXPERIENCE

ALLEN HALL PR

University of Oregon official and selective PR group

October 2022-Present, Eugene, OR

- Worked on team of five women in-person and over Slack to increase publicity of Lane Community College's theatre program
- Created and sent out press releases and pitches
- Filled out news calendars
- Wrote blogs for the University of Oregon SOJC
- Partook in weekly firm meeting with a class of 80 and presented

&CO. PR FIRM INTERN

PR & Marketing firm, specializing in the food and hospitality industries

July 2022-October 2022, online

- Services included media outreach, social media strategy, event planning, content development, brand strategy consulting, and email marketing campaigns
- Daily media hits, media bios & influencer/event space research and contact
- Team of 8 women communicating over Outlook & bi-weekly meetings

ALIGN MAGAZINE

Largest student run organization at the University of Oregon

Executive Blog Copy Editor, Executive Digital Team, Blog Writer & Print Writer

January 2022-Present, Eugene, OR

- Wrote and edited relevant and interesting pieces concerning political correctness, pop culture, music, and mental health
- Worked with and co-ran a team of 15 while connecting with other branches of the magazine through bi-weekly meetings
- Created bi-monthly newsletters

OTHER EXPERIENCE

NÉKTER JUICE BAR

Employee at popular store on bustling street

August 2022-Present, Eugene, OR

- Worked with a team and helped patrons of all ages
- Solidified organizational skills and strong communication skills during rushes

FLOURISH SUCCULENTS

Employee and creator at an innovative succulent floral design studio

May 2017-August 2022, Tiburon, CA

- Successfully communicated with patrons of all ages in person, over the phone and digitally
- Ran the social media by regularly posting, sharing stories, and replying to comments

YOUTH ADVISORY COUNCIL

UCSF

April 2018-December 2022, San Francisco, CA

- Platform for young adults with chronic illnesses to collaborate with the interdisciplinary team and strengthen the partnership between the patients, family, medical team and community
- Planned events such as UCSF prom for patients
- Participated in monthly meetings and patient-doctor panels in-person and over Zoom