

KANDIA MOORE

Experienced marketer and fashion communication master's student looking to bring my talents to the fashion industry.

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WORK HISTORY

Freelance and Part-Time Marketing

Various 📅 04/2019 - Present 📍 London, UK

- Currently working part-time at Prodigy, developing and implementing strategies across email marketing, influencer partnerships, social media, SEO, event management and website optimization for branding and engagement.
- Was volunteer staff with Vogue, Condé Nast Traveller and Cartier and assisted the logistics and events leads with set-up, preparation and time management.
- Served as the face of a brand as it entered the UK market from the US through product demonstrations which improved sales while driving trials, merchandising and educating consumers on their benefits.
- Concepted and designed an email capture landing page for Women Advancing Technology Together (WATT) International.
- Led marketing and branding for the launch event of a coaching business.

Senior Customer Success Manager

InMobi Advertising 📅 10/2021 - 01/2024 📍 Dallas, TX

- Managed the planning, launch, optimization, and reporting of digital advertising campaigns, both programmatic and managed service.
- Significantly expanded my managed service accounts revenue by over 800% year-over-year including Amazon and Disney.
- Increased programmatic accounts' revenue including Chevron's by over 5,000 times the amounts quarter-over-quarter.
- Achieved an average of over 95% of my individual objective and key results goals every quarter.

Account Manager

AdTheorent 📅 03/2020 - 10/2021 📍 Dallas, TX

- Spearheaded the launch, optimization, and reporting of campaigns.
- Managed client relationships and cross-team collaboration.
- Brought in the most incremental budgets of 30+ Account Managers in 2021.
- Nominated for 2020 best Digital Agency personnel by the Dallas Alliance for Women in Media.
- Grew the business by identifying opportunities to proactively sell to clients.

Assistant Account Executive

Interpublic Group (IPG) 📅 07/2017 - 04/2019 📍 Los Angeles, CA

- Managed campaigns across TV, Cinema, Radio, Out-of-home, Print, Social & Digital media at Campbell Ewald advertising agency for Kaiser Permanente.
- Gained knowledge to efficiently use online systems and tools to make estimates and tracked the production budget regularly to meet with clients for allocating spend across different sectors of the business.
- Filtered creative concepts and shared ideas for the Kaiser Permanente brand campaigns.
- Oversaw and implemented new multi-channel project tracking methods that improved communication with the client.
- Composed reports showcasing the full scope of work for various projects and researched for new campaign ideas.
- Trained and mentored two Account Coordinators.

Universal McCann Studios / Coca-Cola Connections Resident

Interpublic Group (IPG) 📅 06/2016 - 08/2016 📍 New York, NY

- Managed marketing and campaign projects across Coca-Cola's drink brands.
- Composed wrap reports showcasing the success of previous campaigns.
- Researched for and presented new influencers and ideas for campaigns, advertising and sponsorship opportunities.
- Conducted analysis and wrote briefs of competitive brand's marketing strategies and tactics.
- Vetted and reported considered talent for equity and brand-safety.
- Operated as a Production Assistant for on-set campaign shoots with talent.
- Filtered top proposals from media partners after RFPs (Hearst, Time Inc., etc.).

KEY ACHIEVEMENTS

Top Account Manager

Brought in the most incremental budgets out of 30+ account managers at AdTheorent.

Consistent Goal Achiever

Achieved over 95% of individual OKRs at InMobi.

Revenue Increase and Growth

Increased programmatic accounts' revenue by 5,000 times quarter-over-quarter and managed service account's revenue by over 800% year-over-year.

Increased Brand Engagement

Spearheaded product demonstrations and drove trials which improved sales.

Mentored Junior Staff

Trained Account Coordinators at Interpublic Group, improving team productivity through mentorship.

KEY SKILLS

Digital Advertising, Marketing Strategy, Social Media Marketing (TikTok, Instagram, Facebook), Microsoft Office, Adobe InDesign, Client Relations, Presentations, Pitching Ideas, Time Management, Research, Writing

CERTIFICATION

Creation & Branding, Retail & Customer Experience

LVMH (Louis Vuitton Moët Hennessy), July 2024

PASSION

Global Travel and Cultural Engagement

Avid international traveler, which has allowed me to enhance my global mindset, gain insights into diverse cultural perspectives, engage with local communities, and learn about global fashion and art practices.

EDUCATION

M.A. Fashion Communication

Vogue College of Fashion, formerly known as Condé Nast College of Fashion & Design

📅 09/2024 - 08/2025 📍 London, UK

B.A. Strategic Communications and Advertising, Graphic Design Minor, Magna Cum Laude

Howard University

📅 09/2013 - 05/2017 📍 Washington, DC

- Received a Howard Exemplar Award for being a top 5 School of Communications graduate.