

# KURT D. MOORE

## COMMUNICATIONS DIRECTOR

### CONTACT

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### PORTFOLIO

www.kurtdmoore.com

### EDUCATION

#### OHIO UNIVERSITY

Bachelor of Science  
in Journalism | 1994

#### OHIO UNIVERSITY

Bachelor of Arts in Political  
Science | 1997

### BOARD/COMMITTEE POSITIONS

**I CAN Center of Excellence  
(college access network),**  
Board Member, 2014-2016

**Boys and Girls Club of  
Marion County,** Board  
Member, 2014-2018

**Let's Read 20 Reading  
Foundation,** Marketing  
Committee Member, 2015-  
2018

### SUMMARY

Responsible for creating content and strategies to inform stakeholders and promote educational programs and initiatives. Professional writer with 24 years of experience including 18 in journalism. Adept at storytelling and building professional relationships.

### WORK EXPERIENCE

#### **PUBLIC RELATIONS/COMMUNICATIONS SPECIALIST AT EUCLID CITY SCHOOLS | AUG. 2019 - PRESENT**

- Managing communications strategy for a Cleveland-area urban school district with about 5,400 students
- Launched weekly e-newsletter to inform families and staff about school successes and initiatives
- Creating pamphlets and flyers to promote schools and programs
- Coordinating district's relations with area media outlets

#### **DIRECTOR OF COMMUNICATIONS AT OHIO SCHOOL PUBLIC RELATIONS ASSOCIATION | 2015 - PRESENT**

- Serving as an elected, volunteer board member for a statewide organization dedicated to assisting school communications professionals and administrators
- Managing communications for the 100-plus member association
- Promoting events and celebrating school public relations via an e-newsletter distributed six times a year
- Updating organization's website including working with a vendor to launch a new website

## SKILLS

- Writing
- Photography
- Social Media
- Website Content Management Systems
- Photo/Video Editing
- Graphic Design

## PROGRAMS

- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe Spark
- Canva
- CyberLink PowerDirector
- G Suite for Education

### **CONTENT WRITER (SELF-EMPLOYED) | MAR. 2010-PRESENT**

- Writing press releases for businesses, organizations and educational institutions worldwide
- Providing clients with wide range of content including newsletter and magazine stories, website copy, career guides, and marketing copy

### **SERVICE/SUPPORT ADMINISTRATOR AT MARION COUNTY DEVELOPMENTAL DISABILITIES | APRIL-JULY 2019**

- Created and managed case plans to ensure individuals with developmental disabilities received needed services
- Assisted individuals with overcoming obstacles to self-sufficiency

### **COMMUNICATIONS DIRECTOR AT MARION CITY SCHOOLS | Jan. 2014-July 2018**

- Developed communications strategies for a central Ohio school district with about 4,500 students
- Revamped school publications and social media to focus on district's initiatives and mission/vision
- Conceptualized and wrote content for district's first School Quality Profile brochure
- Launched a new district website to improve aesthetics while re-writing content
- Served as media spokesperson during several high-profile issues

### **EDUCATION REPORTER AT THE MARION STAR NEWSPAPER/MARIONSTAR.COM | JUNE 1996-JAN. 2014**

- Wrote content to position newspaper as respected source of news on area education issues and initiatives
- Assisted in leading newsroom and mentoring younger reporters
- Awarded by Associated Press Society of Ohio for news, feature and community writing
- Included in Ohio School Boards Association Media Honor Roll for three straight years for fair and objective reporting on education

### **REPORTER AT MOUNT VERNON NEWS NEWSPAPER | AUG. 1994-AUG. 1995**

- Reported on city and county government
- Paginated daily newspaper