

# Kurt D. Moore

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622 1/2 S. Prospect St., Marion, OH 43302

## PROFESSIONAL SUMMARY

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Award-winning journalist turned communications professional with 22 years of writing and communications experience. Dependable, detail-oriented professional writer and communicator who is passionate about creating meaningful and easy-to-grasp communication.

## SKILLS

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- Persuasive writer
- Social media management
- Photography/video editing
- Professional relationship builder
- Strategic communicator
- Highly self-motivated

## EXPERIENCE

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### Independent Writer

Self-employed – Marion, OH | March 2010 - Current

- Writing press releases for clients including businesses, schools and organizations.
- Wrote consumer guides, marketing blurbs, newsletter and magazine stories, website copy, and publicity kits as a content writer contracted through RRD ContentSource content production agency.
- Wrote technical stories on software, popular apps and mobile phones for a digital marketing firm.
- Edited freelance stories while posting wire stories to a website shared by a chain of local TV news stations.

### Director Of Communications

Marion City Schools – Marion, OH | January 2014 - July 2018

- Managed communication strategy for a school district of about 4,500 students.
- Produced content including press releases, newsletter stories, website copy, brochures, videos, and internal memos to staff.
- Led creation of district's first School Quality Profile pamphlet.
- Switched vendors and revamped website to improve navigation and aesthetics.
- Launched a content calendar and increased social media engagement on Facebook and Twitter.
- Revamped school newsletter to produce stories and photos that better illustrated the district's successes and student retention goals.
- Served as the district's main spokesperson and pitched stories to local and Columbus media.
- Advised administrators and staff on how to communicate effectively.

### Senior Reporter

The Marion Star/MarionStar.com – Marion, OH | June 1996 - January 2014

- Wrote news stories on a variety of subjects while consistently meeting hard deadlines.
- Revamped education beat to provide coverage on how area school districts and colleges were preparing students for success.
- Led initiatives including a series promoting area artists/entertainers and a special beat focused on community improvement efforts.
- Created videos and took photographs to complement stories.
- Awarded by the Associated Press Society of Ohio for news writing, feature writing, community reporting and business writing.
- Nominated to the Ohio School Boards Association Media Honor Roll for three straight years.
- Recipient of 2012 Tri-Rivers/Lautenslager Distinguished Service Award.

### **Reporter**

Mount Vernon News – Mount Vernon, OH | August 1994 - August 1995

- Covered city and county beats.
- Assisted in paginating daily newspaper.

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## **EDUCATION**

### **Journalism, bachelor of science**

Ohio University | Athens, OH | June 1994

- Specialized in political science and English, creative writing.
- Wrote stories for Athena Yearbook and Southeast Ohio Magazine.

### **Political science, bachelor of arts**

Ohio University | Athens, OH | March 1997

- Returned to college to complete second bachelor's degree with a focus on public policy.

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## **VOLUNTEER**

### **Director Of Communications**

Ohio School Public Relations Association – Columbus, OH | June 2016 - Current

- Assist in promotion of educational conferences and workshops for school communication professionals and school administrators.
- Prepare and distribute quarterly and special e-newsletters.
- Manage social media accounts and website.
- Leading efforts to revamp OHSPRA's website.

### **Board Member**

Boys and Girls Club of Marion County – Marion, OH | March 2014 - Current

- Assisted with oversight of an after-school program whose members include many Marion City Schools students.
- Offered advice on promotion of events.

### **Marketing Committee Member**

Let's Read 20 – Marion, OH | June 2015 - June 2018

- Provided input on promotion of Let's Read 20, a foundation dedicated to encouraging families to read with children 20 minutes a day.

**Committee Member**

United Way of Marion County Value of Education Committee – Marion, OH | June 2011 - May 2012

- Member of a committee dedicated to promoting the value of education in Marion County.
- Contributed to discussion of how to educate public about importance of preschool and accessibility to higher education.