



DEANNA MOORE

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EMPLOYMENT HISTORY

THE DAILY SENTINEL

Marketing Advisor
Jan 2023 - October 2025

Sales goal driven marketing advisor skilled in **BUILDING RAPPORT** with new and existing clients. Knowledgeable in **CREATING AND IMPLEMENTING MARKETING PLANS** for specific business needs to maximize customer growth and profit. I am recognized for my ongoing record of being the **LEADING DIGITAL SALES REP AND EXCEEDING SALES GOALS EACH MONTH BY 12-18%** and initiative in staying up to date by attending conferences and implementing new strategies while working remotely on a team.

CROSS OVER M PRODUCTIONS

Event Director
Feb 2022 - Feb 2024

Performance-driven event director skilled in **CREATING MARKETING PLANS AND LEADING PROFITABLE EVENTS**. Well versed in volunteer and staff management, **EVENT PLANNING**, scheduling, budget management, building client rapport, **BRANDING, CONTENT CREATION, AND EMAIL MARKETING**. Assembling clinics and shows geared toward versatility ranch horse, reined cow horse, and stock horse as well as annual charity silent auctions.

CENTURY 21 HERITAGE REALTY

Office Manager
Feb 2021 - Dec 2022

Adept office administrator with **STRONG COMMUNICATION AND ORGANIZATIONAL SKILLS** that implemented and oversaw the accounts receivable conversion for a large property management facility from a rolodex system to Quickbooks involving payment and deposit. Proficient **COMPUTER SKILLS, DIGITAL MARKETING, GRAPHIC DESIGN**, transaction coordination, scheduling appointments, answering and directing calls and other clerical services.

MOORE METAL BUILDINGS

Office Manager
Jan 2021 - Dec 2022

Detail-oriented office manager that constructed office operations and procedures. Gathered information and communicated with CPA firm to set up S-Corp and file payroll quarterly and annual taxes. Accounting for petty cash records and **CREATING INVOICES AND QUOTES, DESIGNING FILING SYSTEM, AND MANAGING RECORDS**, ordering and tracking office inventory. Creating and executing digital marketing plans to reach more new customers.

TRACTOR SUPPLY CO.

Receiving Manager
Aug 2016 - Feb 2021

Team-oriented receiving manager skilled in **MAINTAINING INVENTORY ACCURACY** and ordering inventory as well as managing and assisting team members. Assisting customers with **PRODUCT KNOWLEDGE**, connecting and building relations, and reaching large sales goals. Managing freight deliveries and seeing that they are stocked in a timely manner. Extensive experience in **SCHEDULING, CUSTOMER SERVICE, PURCHASE ORDERS**, tracking all shipments and operating heavy machinery.

EDUCATION

BACHELOR OF SCIENCE, EXP. GRAD 08/2026
MAJOR - AGRICULTURE LEADERSHIP, EDUCATION & COMMUNICATION
MINOR - AGRICULTURAL BUSINESS

East Texas A&M University, Commerce, TX, GPA: 3.85

SKILLS

DIGITAL MARKETING

Graphic Design & Branding
Social Media Marketing
Content Creation
Photography/Videography
Email Marketing

TECHNICAL

Adobe Photoshop
Google Suite
QuickBooks Desktop
Database Management
Microsoft Office

MANAGEMENT

Leadership & Delegation
Negotiating & Budgeting
Planning & Execution

PUBLIC RELATIONS

Public Speaking & Presentation
Building Client Rapport
Event Scheduling
Media Research

CLERICAL

Developing Office Procedures
Inventory Supply & Control
Maintain Office Records