

MOIRA HELEIN

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PROFILE SUMMARY

Creative Marketing & Communications Professional with experience in digital storytelling, copywriting, and social media management across nonprofit, corporate, and community organizations. Skilled in creating engaging content, managing events, and building strong networks to increase visibility and foster connection.

EDUCATION

WESTERN GOVERNORS UNIVERSITY

- Online Bachelor of Business Management
- Graduating in Winter 2025

KIMBERLY HIGH SCHOOL

- Honors Cum Laude Graduate

SKILLS

- Social Media Management
- Content Creation
- Strategic Planning
- Branding and Identity
- Photoshop
- Canva
- InDesign & Premier
- Client Communications
- Social Media platforms (TikTok, Instagram, Facebook, Pinterest, etc.)
- Treehouse
- Working Under Strict Deadlines

LANGUAGES

- English: Fluent
- Swedish: Beginner

WORK EXPERIENCE

Marketing Intern & Assistant - Sure-Dry

2023- Present

Key responsibilities:

- Serve as first point of contact, managing client communications and front-desk operations
- Write and edit website copy, blog posts, and branded content to strengthen online presence
- Create and manage social media posts, digital stories, and supporting visuals
- Capture photo/video content for campaigns and event coverage
- Assist with event planning, setup, and community promotions
- Collaborate with sales and marketing teams to ensure consistent messaging

Marketing & Social Media Manager – Village Community Church

2025 - Present

Key responsibilities:

- Lead digital storytelling and social media strategy to strengthen community connection
- Create and schedule content calendars, posts, and graphics
- Capture and edit photo/video from events to expand engagement
- Collaborate with staff to align messaging with church values and promote events
- Foster deeper digital relationships with members and visitors

Social Media & Content Manager (Part-Time, 5 hrs/week) – Aviators Wrestling Club, Appleton, WI

2023- Present

Key responsibilities:

- Manage social media presence and content strategy to boost visibility and engagement
- Create posts, graphics, and event media to highlight athletes and achievements
- Coordinate events, promotions, and onsite support
- Build relationships with athletes, families, and community partners to strengthen outreach

Women's Wrestling Coach

2022-Present

Key responsibilities:

- Plan, teach, and adapt training to support athlete growth and performance
- Supervised women's European wrestling trip in 2022, providing mentorship abroad
- Coached the first-ever female wrestling team at Kimberly High School, pioneering opportunities for women in the sport