

MARIANNA MOORE



CONTACT

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[LinkedIn](#)
[Writing Portfolio](#)
[Advertising Campaign Plan Books](#)

EDUCATION

University of Missouri:
Bachelor of Journalism
Strategic Communication
Graduation Date: May 2020

AREAS OF EXPERTISE

- Writing
- Logistics
- Marketing
- Operations
- Advertising
- Communication
- Customer Service
- Social Media Campaigns
- Google Analytics Certified
- Search Engine Optimization

SOFTWARE EXPERIENCE

- iMovie
- Keynote
- WordPress
- Adobe Creative Cloud
- Microsoft Office Programs

WORK EXPERIENCE

SALES OPERATIONS MANAGER

PepsiCo | Jan. 2021 – Present

- Leads Value in Planning (VIP) process with Sales partners
- Meets cost parameters and executes service targets and objectives through daily management of direct and indirect expenses
- Serves as a liaison with manufacturing and general suppliers
- Accurately and properly provides customer service to Sales partners
- Develops performance goals and objectives to achieve customer promise expectations and ensure accuracy and quality

AREA MANAGER

Amazon | May 2020 – Dec. 2020

- Ensured that associates were properly trained
- Managed operations and company logistics of 40–60 associates daily
- Built and executed productivity plans by reviewing work forecasts, determining productivity requirements, and partnered with other Area Managers to balance labor
- Managed marketing for Black Employee Network chapter
- Developed performance goals and objectives to achieve customer promise expectations and ensure accuracy and quality

COMMUNICATIONS ASSISTANT

Mizzou Office of Student Affairs | Feb. 2018 – May 2020

- Wrote copy for Mizzou's social media platforms, including Twitter, Facebook, and Instagram
- Scheduled social media posts on Tweetdeck, Facebook, and Creator Studio
- Took photos and videos to be used in social media posts
- Planned creative content and campaigns
- Produced content for social media, web and print publications
- Wrote editorial stories about students and staff, pitched story ideas, seeks out subjects, and interviewed subjects
- Promoted from intern to official employee in May 2019

SOCIAL MEDIA MANAGER

Sedation Consult | Aug. 2019 – Dec. 2019

- Composed social media posts
- Managed LinkedIn, Facebook, and Instagram accounts through Hootsuite
- Developed skills, including copy-writing when revising the website, managing multiple social media platforms daily, creating posts that bring higher audience engagement