

Micah Moore

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SKILLS

- News Writing and Digital Storytelling
- Corporate Internal and Executive Messaging
- Website Management and Content Creation
- Digital Analytics and Insights Reporting
- Social Media and SEO
- Digital Publishing Training and Support

EXPERIENCE

Freelance Writer and Web Producer | Self-Employed

Oct. 2018 - Today

Freelance Writer and Web Producer specializing in news and feature writing and digital platforms including websites, social media and email.

- City News Contributor, CultureMap Dallas
- Contributor, Dallas Voice

Publisher | Explore Dallas Art

Sept. 2017 - Today

- Catalog thousands of commissioned and independent public art installations in the city of Dallas
- Write, publish and promote local arts blog covering, artists, history and developments
- Manage complete online presence and strategy

Communications Analyst | Frito-Lay North America

Aug. 2014 - Dec. 2015

- Created daily company newsletters reaching 50,000 employees covering product launches, organizational announcements, company transformation initiatives, employee recognition and other corporate topics
- Led communications strategy for sales transformation initiative, allowing Go-To-Market team to accelerate program leveraging infographics, meeting slides, monthly recaps and recognition features.
- Created internal communications campaign to support the launch of Doritos Rainbows, with exclusive behind-the-scenes content and executive messaging for employees and the LGBT employee resource group

Digital Project Specialist | American Consolidated Media

April 2013 - July 2014

- In-House CMS expert leading newsrooms to maximize reporting through training and best practices blog
- Launched 25 news and sports mobile apps creating new revenue stream in nine markets
- Compiled analytics and insights for more than 100 news and community sites and nearly 300 social media accounts and prepared reports to drive content strategy, boost web traffic and grow audiences.
- Managed banner ad inventory across 10 websites providing RFPs, forecasts, pacing reports and campaign summaries to sales executives for local and national clients

Regional Digital Director | American Consolidated Media

Sept. 2012 - March 2013

- Led online special event coverage initiatives, including award-winning, real-time online election results covering a five-county region
- Trained more than 30 editorial staffers from next-day to digital-first publishing within first two months in role

News Reporter | Stephenville Empire-Tribune

Aug. 2010 - Aug. 2012

- Shined as a top performer in company's Digital Reporter Project by consistently exceeding online coverage goals, increasing digital audiences and challenging conventional community newspaper web strategies
- Provided up-to-the-minute, dynamic online coverage of major events, including crime, local governments, wildfire, the end of Dublin Dr Pepper, among other important community issues

AWARDS

Maryland, Delaware, D.C. Press Assoc., 2013

- First place Multimedia Storytelling
- First place Best Photo Gallery
- Second place Best Web Video

West Texas Press Assoc., 2012

- First place Feature Writing
- Fourth place News Photographer

North and East Texas Press Assoc., 2012

- First place Feature Writing

HOBBIES

Live Music, Local Events, Coffee, Craft Beer, Spending time with friends and family