







Jackson Moore

 Chicago, IL

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 www.jacksonmoore.org

 @jacksonmoore-design

Skills

- HTML5/CSS/JavaScript
- Google Suite
- Microsoft Office
- WordPress/Squarespace/Wix
- Adobe Creative Suite
- Google Analytics/Google Ads
- Hootsuite/Facebook Business Suite/ Agorapulse
- Salesforce/Campaign Monitor
- Mailchimp/Constant Contact
- Problem Solving
- Leadership
- Teaching
- Creativity
- Time Management

Education

Master of Fine Arts

Pennsylvania Academy of the Fine Arts

President of the Graduate
Student Association

Post-Baccalaureate Certificate

Maryland Institute College of Art

Bachelor of Fine Arts

University of Iowa

Work Experience

Marketing and E-commerce Manager Marketing and E-commerce Associate

Evanston Rebuilding Warehouse and Rebuilding Exchange

Aug 2021 - Present

- Build and maintain organizational website.
- Supervise and train the E-commerce Associate.
- Create and post social media content for all departments within the organization.
- Continued development of all e-commerce platforms including the establishment of the Etsy shop.
- Write, produce, and send all newsletters and email marketing.
- Create content, artwork, and layout for print and digital signage, posters, newsletters, and flyers.
- Write press releases and keep the media informed of organizational stories and serve as a contact for media inquiries.

Associate Director of International Admissions Assistant Director of International Admissions Assistant Director of Graduate Admissions

School of the Art Institute of Chicago

Dec 2013 - Sep 2020

- Managed three Assistant Directors, created a new Assistant Director position based in China.
- Launched new marketing plans for graduate and international recruiting through social media.
- Expanded recruitment efforts in 5 new regions, increased percentage of international students from 28% to 33%, from 67 different countries.
- Seamlessly designed and implemented a completely online recruitment model due to COVID-19 travel restrictions within 1 month.
- Responsibility for reviewing and decision-making authority for admissions/scholarship decisions for 2325 students (an 18% increase from 2018.)
- Increased pre-application event attendance by 22% and increased admitted student reception attendance by 31% through social media out reach.
- Designed engaging and interactive presentations for all international events and school visits. Presented to thousands of peers at yearly International ACAC and CIS conferences.

Adjunct Faculty

Delaware County Community College and Rowan College at Burlington County

Aug 2009 - Aug 2011

- Created curriculum
- Taught: Art Appreciation, Design I, Color Theory, Sculpture, Watercolor and Drawing I