

# KYLE MOORE

## STRATEGIST

## CONTACT

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## ABOUT ME

### I WANT TO TRY EVERYTHING AT LEAST ONCE.

Whether it is building strategies through research, creating media plans, or developing creative campaigns. I want to understand every aspect of advertising so I can create a strategy that's strong and relatable for the audience, the client and the agency.

## EDUCATION

### TEXAS TECH UNIVERSITY

#### 2016-2020 | Bachelors in Advertising and Brand Strategy

Deans' List | Secretary for Tech Advertising Federation | NYC ADventure Scholarship

## EXPERIENCE

### RD THOMAS ADVERTISING

#### MEDIA INTERN | MAY 2019 - CURRENT

- Create media strategies for campaign planning
- Aid with the placement of all organic and paid social campaigns
- Provide post-campaign reporting and strategic analysis of KPI's

### BULLET ADVERTISING - TEXAS TECH

#### ACCOUNT EXECUTIVE | SEPTEMBER 2018 - MAY 2020

- Sever Award Winner: Outstanding Service to Bullet Advertising
- Led a total of 30 interdisciplinary students to develop fully integrated campaigns for our clients, Wienerschnitzel and Adobe Experience Cloud for Advertising
- Managed team operations such as leading director and team meetings, assigning weekly tasks to ensure that the campaign progresses on schedule
- Finished top 3 both years for the National Student Advertising Competition D10

### THE RICHARDS GROUP

#### PROJECT: CREATIVE STRATEGY INTERN | MAY 2018 - DECEMBER 2018

- Led a creative team in ideating and creating a recruitment campaign of Registered Investment Advisors for Charles Schwab
- Constructed and conducted focus groups and a national survey
- Managed client relations through out the planning and design process to ensure satisfaction in the form of weekly conference calls
- Pitched final campaign to client in Dallas, TX

## PROGRAMS

### OGILVY

#### ACADEMY FELLOW | JUNE 2020 - CURRENT

Learning from advertising industry professionals at Ogilvy as part of a learning and mentorship experience to harness new skills and knowledge to create more strategic creative campaigns as well as learn about the advertising industry.

### WPP GLOBAL

#### NEXTGEN LEADER | JUNE 2020 - CURRENT

Participating in an online program taught by industry experts across a vast array of fields and topics: from inclusion, diversity, and culture to fundamentals about full-spectrum strategic thinking and client relationships.