

# Joshua Logan Moore

Joshua is an articulate, thorough, and well-organized digital communications specialist. He is a creative problem solver who stays current with technology, marketing, communication policy, and social media trends. He excels at taking complex and specialized topics and communicating them in clear and accessible ways.

- Skills:**
- Strong interpersonal and presentation skills.
  - Sound sense of grammar and style:
    - Deeply familiar with Canadian Press, Oxford Canadian, and Associated Press styles.
  - Professionally bilingual:
    - Able to communicate, write, and edit in French.
  - Computer savvy:
    - Well-versed in Adobe Creative Suite, Google Drive, MS Office (PowerPoint, Word, Excel) Final Cut, HTML & CSS, MySQL.
    - Proficient in all Windows distributions, Mac OSX, and major Linux distributions.
  - Manages deadlines and team communication:
    - Team productivity software such as Asana and Slack.
    - Follows up with Gantt charts, timelines, and deadlines.
  - Measure what matters:
    - Media Relations Rating Points (MRP), Sysomos, Radian6, Topsy, Google Analytics, TweetReach, Buffer, HootSuite.
  - Engage with audiences:
    - Benchmark email, responsive HTML email design, HubSpot, MailChimp.
    - Social media management: Facebook pages, Twitter, Instagram, LinkedIn.
    - Capable in any content management system (CMS).

- Experience:**
- Image in Action / Takt Digital Creative**  
*Freelance digital consultant* — February 2013 to present  
Designed and developed front-end websites and microsites; edited photos for web; optimized page content for search engines (SEO); developed content marketing; consulted with clients for brand; trained and coached clients for digital communications strategy; supported clients with WordPress content management system.

### **UrbanTrans North America**

*Communications consultant* — May 2016 to present

Conducted qualitative and quantitative research on internal communications workflow processes in order to better understand and make recommendations to improve communication across the company using technological solutions.

### **Ryerson School of Professional Communication**

*Technology tutor* — January 2016 to April 2016

Prepared and ran tutorials and seminars teaching students basic and intermediate techniques for Adobe Photoshop, Audition, Premiere, and InDesign, as well as WordPress, Bootstrap, HTML/CSS, and general communications technologies. Available as a flexible resource for students and staff in the department.

### **Investment Industry Regulatory Organization of Canada (IIROC) via Randstad staffing solutions (temp contract)**

*Document specialist* — July to September 2015

Joined IIROC for a large project. Responsible for organizing and converting the Dealer Member Regulations database into hyperlinked and indexed PDF format. Also performed QA on the annual report launch site and assisted with auditing for AODA compliance in communications materials.

### **Intuit Inc.**

*Editorial writer, content designer* — October 2014 to January 2015

Wrote, edited, tested, and input copy for the TurboTax marketing website and desktop application. Aided with copy consulting for other marketing and user experience initiatives. Performed quality assurance testing for front-end bugs, copy, and style.

### **Centennial College — Story Arts Centre School for communications, media and design**

*Community manager* — October 2013 to May 2014

Managed Twitter, Facebook, Instagram, Vine, Pinterest, HootSuite accounts; engaged with college community; coordinated with faculty and students to curate content; developed digital strategy; tracked social media KPI; developed content calendar.

### **Marketwire L.P.**

*Editor* — September 2011 to March 2013

Reviewed, edited, and disseminated press releases; served and supported clients ranging from investor relations and PR professionals; troubleshooted technical difficulties; filed news releases on SEDAR and UK Regulatory; managed department use of time and work-flow; consulted for part of internal social media audit.

### **The Flying Walrus**

*Editor-in-Chief* — May 2008 to September 2010

*Webmaster* — November 2007 to May 2013

Managed, hired, and organized editorial staff; managed finances, invoices and annual budget; copy-edited all print materials; wrote features and editorials; facilitated submissions; attended and contributed to Stong College Student Government meetings as a constituent member; promoted extracurricular activities and college events; aided the learning process for young writers, editors and artists.

### **Stong College, York University**

*Academic Resource Advisor* — August 2009 to April 2010

Helped students and guests to find and manage York's available resources; interviewed exceptional students for peer mentor volunteer positions; tutored students; copy-edited students' papers and gave them tips for effective writing strategies; worked in collaboration with college staff to promote events and seminars; helped students manage academic anxiety.

### Education:

**Ryerson University** – September 2015 to present

*Master of Arts in Communication and Culture studies*

**Centennial College** – September 2013 to May 2014

*Postgraduate certificate in Corporate Communications and Public Relations*

**York University** – September 2006 to May 2010

*Honours Bachelor of Arts in English & Professional Writing*

**Barrie Central Collegiate** – September 2001 to January 2006

*Ontario Secondary School Diploma with honours*

### Volunteer:

**Communication and Culture Graduate Student Association**

Ryerson/York joint program

Sep. 2016 to present

*Vice President, Communications*

### **mesh14**

Canada's premier digital conference

May 27 & 28, 2014

*Media intake and registration on behalf of Thornley Fallis*

### **Late Brunch TO**

Supporting Toronto Children's Breakfast Club

Dec. 04, 2013

*Digital and traditional media strategist, master of ceremonies*