







Cameron Moore

Marketing Communications Specialist

Marketing communications specialist with six years of experience crafting messaging across campaigns, press releases, and internal channels. Known for strengthening brand voice and improving communication clarity across multi-audience platforms.

CONTACT

-  (555) 666-7777
-  email@example.com
-  LinkedIn | Portfolio
-  Kansas City, MO

KEY SKILLS

- Brand messaging
- Campaign writing
- Communication planning
- Cross-team collaboration
- Editorial review
- Employee communication
- Press releases
- Tone and style guidelines

EDUCATION

Bachelor of Arts in Communications
University of Missouri, Columbia, MO
May 2017

PROFESSIONAL EXPERIENCE

Marketing Communications Specialist | TerraNova Health
January 2020 - Present

- Drafted 100+ marketing assets including brochures, emails, and press releases, improving brand consistency across five business units
- Supported major rebranding initiative with revised web and print copy, contributing to a 28% lift in lead engagement
- Collaborated with HR and internal teams to launch employee communications campaigns with a 90% read rate

Communications Coordinator | Foster Group LLC
August 2017 - December 2019

- Wrote content for internal newsletters and leadership announcements, improving employee response rates by 40%
- Edited product announcements and event copy to align tone and technical clarity across departments
- Worked closely with legal and compliance teams to maintain messaging accuracy

CERTIFICATIONS

- Digital Communications Strategy Certificate, Coursera | April 2023