JAIME MOORE

856.693.2941 📞
jaime.mcquade@gmail.com ✉
linkedin.com/in/jaimemcquade 🔗

EXPERIENCE

Membership & Promotions Specialist, Adventure Aquarium   12/19 – 9/20
• Built, launched, and tracked successful Pre-K Pass membership program resulting in over 50,000 registrations, over 1,500 activations, and incremental membership purchases
• Planned and executed attendance and membership driving events including Member Bring-a-Friend Days, Member-only Hours, Shark Yoga, and Sips Under Sea
• Created multi-step digital and in-person campaigns for events and openings with Flying Fish Brewing Company, Rita's Italian Ice, and Food Bank of South Jersey

Digital Content Producer, CompuCom   12/16 – 5/19
• Facilitated website content, blog, fact sheet and whitepaper creation and publication across multiple company solutions and offerings
• Created and scheduled social media posts and paid ads promoting various thought leadership and insights
• Oversaw the completion of corporate campaigns and branding initiatives

Member Relations Administrator, PICPA   2/14 – 1/16
• Designed and sent targeted membership and event emails
• Maintained and updated membership and chapter pages on the official website
• Aided in the development of specific recruitment and retention campaigns
• Cultivated content and designed monthly newsletter to recent college graduate members

Communications & Marketing Philadelphia Zoo   1/12 – 1/14
• Wrote press releases, profiles, and fact sheets for events, groundbreakings, and exhibits
• Supervised "Zoo Weather" with WPVI and Cecily Tynan
• Launched the new Philadelphia Zoo official website using Kentico Content Management
• Coordinated website design interdepartmentally while maintaining site consistency

EDUCATION

Master of Science, Public Communication Drexel University 2012
Bachelor of Arts, Professional Writing York College of Pennsylvania 2010

SKILLS

- Writing: Press releases, media alerts, editing, Associated Press style, blogging, social media, web, proposals
- Web: Kentico Content Management System, Sitefinity Content Management System, Drupal Content Management System, Facebook, Twitter, Instagram, Pinterest, Wordpress, HTML code, Google AdWords
- Software: Microsoft Office Suite, Adobe Suite, Aptify, Raiser's Edge