



ABI MOORE

visual strategist | marketing creative

Results-driven marketing creative, bringing 10+ years of experience in creative direction, strategy, development, and leadership. I specialize in strategic brand alignment, externally and internally, with a focus on simplifying and enhancing a brand's visual identity and voice. Internally, I streamline elements and messaging to create a more cohesive and focused organizational structure and present a polished brand image. Externally, I elevate the overall look, tone, and feel of a brand for an authentic and engaging story. These efforts translate to a more powerful, impactful, and memorable presence in the market.

work experience

Visual Brand & Creative Marketing Specialist at Abi Moore Creative

July 2010-Present

- Works collaboratively with internal marketing and communication teams to concept, strategize, and design branded print and web materials for clients locally to internationally in for profit, non-profit, and B2B sectors.
- Integrates seamlessly with design, advertising, and learning design firms on projects from conceptualization through production, offering consultation to design for timelines, internal and external presentations, research, and feedback solicitation.
- Translates user flows through site maps, wireframes, and mockups for websites, including content consultation and creation.
- Fosters, collaborates, and directs a wide network of professionals, from designers to photographers, 3D modelers, videographers, writers, printers, developers, etc.
- Concepts and designs engaging and interactive convention materials, including physical and digital interactivity, resulting in increased attendee engagement and favored event presence.
- Translates high-level communication through materials that convey complex information with clarity while captivating key stakeholders through well-constructed and written, user-friendly and visually striking layouts, elevating and shifting brand presence and appeal.
- Consistent and intentional account growth from 3-6 times initial starting agreements on average.

CLIENTS

Element Three	Prime Hospitality Group
Jasper Brand Group	RedHouse
National FFA Organization	Studio 5 Learning & Development
People Helping People	University of Kentucky Ag Ed

Art Director at Pearson Partners, Inc.

Jan 2005-July 2010

- Spearheaded projects from concept to completion, including the organizing of photo and video shoots and external creative services, ensuring an end result on budget, target, and schedule.
- Directed and managed internal and freelance creative staff—illustrators, designers, videographers, photographers, etc.—for local, national, and international client work.
- Acted as part of the fast-paced pitch team to proposition and secure new accounts.
- Initiated and created asset libraries from photography and illustration to iconography and stylization to ensure branding success and alignment across various departments, franchises, and application platforms.
- Created templated framework for internal and external branding and communication for ease of use across skill levels and disciplines to ensure on brand communication.

education

BA, Visual Communications, Marketing (Cum Laude) at Ball State University

2000-2004

CONTACT

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REFERENCES

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National FFA Organization

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Darren Halbig

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Element Three

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SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop & Lightroom
Adobe XD
Microsoft 365
Google Suite
Asana, Slack, Wrike, Basecamp, etc.
UX/UI/Web Design

Concept Development
Creative Direction
Big Picture/Problem Solving
Vision & Strategy
Creative/SEO Influenced Writing
Brand Development & Marketing
Social Media
Pitching & Presentations
Storytelling
Production/Pub Scheduling
Budget Tracking & Analysis

Team Leadership
Client Relations
Interpersonal Communication