



## MOIRA WARD

[Wantmoirathat.com](http://Wantmoirathat.com)

[Moiracward@gmail.com](mailto:Moiracward@gmail.com)

(919) 889-4095

## EDUCATION

**Savannah College of Art and Design**

*Savannah, Georgia, Spring 2022*

B.F.A. Advertising and Branding

Art Direction Concentration, 4.0 G.P.A

## SKILLS

**Art Direction**

Branding

Concepting

Graphic Design

Motion Media Design

User Interface Design

SEO, Keyword Research

Content Writing

## ACHIEVEMENTS

**Augusta ADDY**

*Silver, Winter 2021*

Apple Music Merge mobile app entry.

## EXPERIENCE

**Marketing Strategist, Localmize**

*Raleigh, NC, Spring 2021 to Present*

Implements marketing strategies for Localmize and clients, including organic social media posts, Google display ads, Youtube pre-roll and SEO focused content writing.

**Co-Director, SCAD Advertising Club**

*Savannah, GA, Spring 2021 to Present*

Shares the primary leadership and creative director role with William Owusu, managing 9 other board members. Our resources extend across club meetings, guest speakers, weekly email newsletters, and social media activity.

**SCADpro x Capital One**

*Remote, Spring 2021*

SCAD partnered with Capital One and formed a team of 16 students to research and develop concepts for a launch campaign targeting new consumers through innovative and creative solutions.

**SCADpro x The Home Depot**

*Remote, Fall 2020*

SCAD partnered with The Home Depot and formed a team of 14 students to research and develop concepts for a reimagined, interconnected shopping experience, with both mobile and in-store considerations.

**Interaction Design Intern, BLDG25**

*Raleigh, NC, Summer 2020*

Experimented with user experience and digital interfaces. Developed and designed business proposals as well as internal marketing documents.

**Marketing Intern, Alexa Media**

*Raleigh, NC, Summer 2019*

Ideated and implemented marketing tactics for an online entrepreneurship learning program, CharlesMAlexander.com. Created and maintained social media content and ran Facebook advertisements.