

Brian Moore

Social Media Specialist

Highly creative and multi-talented Media Specialist, Graphic Designer, and Photographer who conceptualizes innovative design solutions for print, web, and social media applications. Hard working and energetic storyteller with more than 10 years of experience leading dynamic teams in fast-paced markets. Skilled in image editing, typography, branding, and copy. Currently focused on combining my skills and rejoining the Walt Disney World Co.



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407-408-7805



Orlando, Florida



www.bfmphoto.com

WORK EXPERIENCE

Social Media Creative Specialist The BOATHOUSE Orlando

12/2022 - Present

Lake Buena Vista, FL

Restaurant at Disney Springs

Achievements/Tasks

- Social Media Content Creation & Management
- Photography/Graphic Design
- Marketing & Branding
- Content Performance Management
- Digital Planning
- Email & Campaign Development

Marketing Manager First Interstate Properties, LLC

03/2021 - 12/2022

Cleveland, OH

Tourism, commercial, and residential company.

Achievements/Tasks

- Branding & design per residential property.
- Social media design & management.
- Print, large scale, & web ads.

Contact : Bethany Grunenwald - 814-404-0312

Director of Sales & Marketing Brookdale Senior Living

11/2017 - 10/2018

Clermont, FL

Assisted Living & Memory Care Community

Contact : Blair Baijnauth - 352-241-0844

Vacation Sales Advisor The Walt Disney Company

01/2016 - 11/2017

Celebration, FL

Disney Vacation Club (DVC)/ Disney Reservation Center (DRC)

Contact : Patricia Thomas - 321-438-7463

Sales & Marketing Manager Campus Crest, LLC

12/2011 - 12/2015

Multiple locations

Residential communities

Achievements/Tasks

- Led social media and marketing campaigns.
- Promoted to Executive Sales in less than 12 months.
- Highest customer satisfaction rating in company history.

Contact : Dana Culbert - 814-404-2632



PROFICIENCIES

MDX

MM+

DREAMS

LILO

FP+

A La Carte

AMI

Facebook Ads

Google Ads

Adobe Creative Suite

Microsoft Office

Account Management

Project Management

Human Relations

Executive Relations

Canva

CRM Platforms

Social Media Platforms



EDUCATION

BFA - Graphic Design The Pennsylvania State University

University Park, PA

Expertise

- Typography
- Layout & Composition
- Branding
- Photography
- Advertising & Marketing
- Photo Editing/Retouching

WORK EXPERIENCE

Marketing & Design Consultant MZI Global

10/2009 - 01/2011

Manhattan Design Firm

Achievements/Tasks

- Lead Junior design team for Macy's
- Large print format design & layout
- Headed Macy's Global Holiday Campaign

New York, NY

Associate Graphic Designer Marriott Hilton International

02/2008 - 10/2009

Advertising Agency

Achievements/Tasks

- Worked under JLS Creative Solutions. Designed all print material for 12 Pennsylvania-owned and operated Marriott and Hilton hotels.
- Brochures, rack cards, posters, web imagery, and overall marketing collateral.
- Print & video focus.

State College, PA

Graphic Designer King Printing

08/2006 - 02/2008

Commercial Printer & Design Firm

Achievements/Tasks

- Supervised and managed State College Magazine's undergrad design team.
- Formatted layouts, conceptual designs, copy editing, print materials, and photographer coordination.
- Original web and mobile web design.

State College, PA

Brian Moore Portfolio Samples

Other portfolio files available upon request.

Social Media

- Design & Social Media Management - www.instagram.com/theboathouseorlando
- Branding & Design - www.instagram.com/121Larchmere
- Design - www.instagram.com/OneUniversityCircle
- Branding & Design - www.instagram.com/evoPhilly
- Branding - www.instagram.com/evoMontreal
- Portfolio samples - www.bfmphoto.com

EDUCATION

AA - Graphic Design/Technology South Hills School of Business & Technology

State College, PA