

JAY MOORE

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CREATIVE DIRECTOR

Team-oriented leader who thrives independently or within a group setting, with several decades of experience and knowledge running businesses that requires great attention to detail, critical thinking in the moment and collaborating with clients to achieve a desired outcome.

AREAS OF EXPERIENCE

- Video & Photography Expert
 - Adobe Suite Expert
 - Corporate Communications
 - Search Engine Optimization
 - Branding & Rebranding
 - Team Building & Leadership
 - Website Building
 - Customer Service
 - Client Interaction
 - Sales & Marketing
 - Event Management
 - Social Media Marketing
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PROFESSIONAL EXPERIENCE

SORORAL TWIN STUIDOS, LLC | Ellicott City, MD

2020 – Present

Founder & Owner | Lead Director, Writer, Photographer

Expanded photography business into a multi-dimensional creative studio that focuses within the film industry and photography space.

- **Collaborate with creative teams** to create industry-leading work that matches art direction, vision and scope, while still maintaining the company's values.
- **Correspond closely** with dozens of clients to capture high quality and customized video and photography for a variety of marketing and digital campaigns.
- **Created dynamic website** that showcases industry leading photography and video, while developing key SEO phrases to ensure high ranking within search engines.

JAY MOORE PHOTOGRAPHY | Ellicott City, MD

2006 – 2020

Founder & Owner | Lead Photographer

Started and built a high level, award winning photography company that focused on creating unique imagery for corporations, non-profits, art clients and families. Collaborated with many creative teams to produce industry-leading work that matched art direction, vision and scope, while maintaining the company's values.

- **Developed industry leading** photograph style that helped drive new business within corporate and commercial industry.
- **Built positive relationship with clients** throughout short and long projects, to ensure all work was done to the specificity of the original scope.
- **Negotiated scope of work** and estimates with potential new contracts with new business clients.

IMRE | Baltimore, MD

2006 – 2010

Senior Account Executive

Produced national and local media results for both consumer and trade-focused clients. Led several national campaigns on behalf of fortune 500 companies that resulted in creating national attention for the client and the companies.

- **Led and ran the public relations** to help showcase positive Travelers stories lines to national media during the annual Travelers Championship.
- **Developed a national broadcast campaign** for the Home Depot's Tool Rental Center and secured segment on the CBS Early Show.
- **Built strong, positive working relationships** with each of my clients on behalf of firm.

NATIONAL BASKETBALL ASSOCIATION | New York, NY

2002 – 2006

Public Relations Coordinator

Helped grow the WNBA brand by strategically pitching league initiatives to national media to secure print, online, television and radio placements.

- **Developed the WNBA public relations plan** that corresponded with the marketing platforms.
- **Coordinated and ran** all media aspects for league events, including the WNBA All-Star and WNBA Finals, while supervising a staff up to 20 people.
- **Created talking points that key personnel**, including the WNBA executives, used to communicate a positive league message to media and the community.

EDUCATION

UNIVERSITY OF SAN FRANCISCO | San Francisco, CA

Master of Arts: Sports Management

- **Built a great understanding and knowledge** of business and marketing within the graduate level business courses taken throughout the two-year program.
- **Actively engaged** in a several internships, including San Francisco Giants, Golden State Warriors and California Golden Bears.

WILLAMETTE UNIVERSITY | Salem, OR

Bachelor of Science: Psychology

- **Learned the importance** of how social behaviors directly impact a person and cultures ability to progress.
- **Focus** was on behaviorally challenged children and the techniques used to help them.

TOOLS

ADOBE CREATIVE CLOUD

- **Expert level of understanding and knowledge** within software's key applications, including Photoshop, Premiere Pro, Lightroom, After Effects and Illustrator.

EQUIPMENT

- **Master of DSLR camera gear**, specializing in Canon 5D Mark IV and Pentax 645Z.
- **Studio lighting expert**, specializing in Profoto lights, softboxes and accessories.