

# SARAH BETH MOORE

## PROFESSIONAL SUMMARY

Out-of-the-box writer and marketing consultant with 12 years of experience in the sustainability space. Adept at converting casual readers into loyal customers using expert storytelling, humor, design principles, SEO, and industry knowledge.

## SKILLS

- Content development and storytelling
- Humorous and creative writing
- Consistent brand messaging
- White paper and case study development
- Adobe Systems design knowledge
- Public speaking, teaching, and speech writing
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- Public speaking, teaching, and speech writing

## WORK HISTORY

### **COPYWRITER AND MARKETING CONSULTANT** 01/2012 to Current **Self-Employed**, Remote

- Increased client brand awareness by double digits by developing targeted marketing campaigns
- Leveraged email marketing best practices to increase open rates, click-through rates, and overall campaign effectiveness
- Grew social media profiles for clients by up to 500%

### **COPYWRITER AND CONTENT CREATOR** 06/2012 to 12/2023 **WriterAccess**, Remote

- Boosted client marketing campaign performance and brand awareness by as much as 50%
- Offered full content experience through photo, video, graphics, and text, writing up to 8,000 words per day
- Used targeted SEO strategies, press releases, and organic content to improve search result rankings

### **CONTENT SPECIALIST** 10/2017 to 03/2020 **Ecogardens**, Chicago, IL

- Used SEO techniques to improve website traffic and search rankings within sustainability space
- Promoted awareness of green infrastructure, clean energy, and urban stormwater management strategies
- Increased social media reach by creating shareable content tailored to each platform's audience

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## EDUCATION

**University of San Diego**, San Diego  
**Certificate**, Nonprofit Management, Expected in 05/2024

**Northwestern University**, Evanston, IL  
**Master of Science**, Journalism, 12/2011

**Portland State University**, Portland, OR  
**Master of Education**, Early Childhood Education, 06/2010

**University of Oregon | Clark Honors College**, Eugene, OR  
**Bachelor of Arts**, Theology, 06/2006