





# JENNIFER MOORE

 970 702 8002

 Jenniepin62@gmail.com

 [Linkedin.com/in/yellowpugltd/](https://www.linkedin.com/in/yellowpugltd/)

 Bastrop, Texas (near Austin)

## EDUCATION

**COLORADO STATE UNIVERSITY**  
Fort Collins, CO  
Pursuing MBA Marketing Data Analytics  
GPA 3.7  
Estimated 2024

**SOUTHEASTERN LOUISIANA UNIV.**  
Hammond, LA  
BS Accounting, Cum Laude  
1988

## SKILLS

Strategic Marketing

Achieving Financial Goals

High Level Management Skills

Written and Verbal B2B Communication

Concept Generation and Identity Design

Executive Presentations

SEO Writing and Content Creation

Graphic Design and Web Development

## MARKETING DIRECTOR

Seasoned marketing executive, expert in Creative Suites, book publishing, print production, identity and name generation, intellectual property. Skilled in troubleshooting difficult goals amid changing circumstances. Advanced graphic design and web building expertise. Content creation, copywriting, technical writing, and long and short form written communication. Political consulting experience.

## WORK EXPERIENCE

### MARKETING DIRECTOR AND BUSINESS DEVELOPMENT

DaVinci Sign Systems, Inc. | 2020-Current

SEO management, content creation, corporate communication and newsletters, graphic design including the publishing of a hardcover photo book, numerous sales publications, marketing strategy and media negotiation.

- Achieved financial goals through personal selling and B2B marketing strategies.
- Coordinate with founder and sales executives for positive outcomes.
- Participated in sales presentations, bids, and ongoing customer procurement.

### CHIEF MARKETING OFFICER AND FOUNDER

Yellow Pug Ltd. | 2015-Current

Own consulting firm providing consulting, graphic design, web design services for clientele.

- 30 years + print production experience, including Amazon KDP publishing.
- Author/illustrator of books in variety of genres.


### CHIEF OPERATING OFFICER AND FOUNDER

pH R&D LLC | 2008 - Current

Developed/invented skin cream and formulated, produced, and packaged said invention to national sales.




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 Bastrop, TX

## EXPERTISE

Graphic Design

Web Design

Web Development

Marketing

Creative Talent Management

Print and Collateral Procurement

Budgeting and Data Analysis

Customer Service Strategy

SEO Writing

## RECOGNITION

BizWest's Notable Woman  
Marketing Executives  
2022

Achieved 4 Patents, 8 Federal  
Trademarks  
2009-Current

Developed product to national  
sales including fundraising  
2008-Current

## SPECIFIC EXPERIENCE

- HIGH LEVEL MARKETING STRATEGY INCLUDING FINANCIAL GOALS

- EXPERT IN CREATIVE SUITES

- EXPERIENCED IN:

Trade show graphics and marketing strategy at national level

Copywriting for business/B2B/long and short form

C-level skillset in managing problems, challenges, and people

Challenged budget marketing projects and outcomes

Reading tea leaves at a high level

Name generation and identity creation

Bringing technicals down to consumer level

Mediating between opposing teams

- PRODUCT CREATION AND DEVELOPMENT

- PACKAGING SELECTION AND IMPLEMENTATION

- NATIONAL VENDOR SYSTEMS NAVIGATION

- PRESENTATION SKILLS

- SOCIAL MEDIA SELECTION, MESSAGING, AND CONTENT CREATION

- WRITING SKILLS IN ALL FORMS