

KYLE MOORE

STRATEGIST | PLANNER

CONTACT

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ABOUT ME

I WANT TO TRY EVERYTHING AT LEAST ONCE.

Whether it is building strategies through research, creating media plans, or developing creative campaigns. I want to understand every aspect of advertising so I can create a strategy that's strong and relatable for the audience, the client and the agency.

EDUCATION

TEXAS TECH UNIVERSITY

2016-2020 | Bachelors in Advertising and Brand Strategy

Deans' List | Secretary for Tech Advertising Federation | Sever Award Winner

EXPERIENCE

RD THOMAS ADVERTISING

MEDIA INTERN | MAY 2019 - CURRENT

- Creating media strategies and plans to ensure proper budget allocation and targeting based on campaign and client needs
- Placing campaign creative on platforms such as Facebook, Google, Spotify and Snapchat as well as traditional media such as TV, billboards, radio, and newspapers
- Tracking campaigns on social and digital platforms and optimizing as they run to ensure success then running reports using ReportGarden to present to the client

BULLET ADVERTISING - TEXAS TECH

ACCOUNT EXECUTIVE | SEPTEMBER 2018 - MAY 2020

- Led a total of 30 interdisciplinary students to develop fully integrated campaigns for our clients, Wienerschnitzel and Adobe Experience Cloud for Advertising
- Managed team operations such as leading director and team meetings, assigning weekly tasks to ensure that the campaign progresses on schedule
- Conducted focus groups, interviews and surveys as well as analyzed secondary sources including Simmons to build creative briefs
- Helped manage media planning and budgeting for media spends totaling almost \$30 million

THE RICHARDS GROUP

CREATIVE STRATEGY INTERN | MAY 2018 - DECEMBER 2018

- Led a creative and strategy team in ideating and creating a recruitment campaign of Registered Investment Advisors for Charles Schwab
- Constructed and conducted focus groups, a national survey, and eye tracking tests
- Managed client relations through out the planning and design process to ensure satisfaction in the form of weekly conference calls
- Created the presentation and pitched the final campaign to the client in Dallas, TX

PROGRAMS

OGILVY

ACADEMY FELLOW | JUNE 2020 - AUGUST 2020

Due to COVID-19, Ogilvy was unable to provide a traditional summer internship program but still wanted to provide a format to learn within the Ogilvy network They created the Ogilvy Academy, an extensive 10-week learning and mentorship experience where I was 1 of 53 of the students across the US chosen.

WPP GLOBAL

NEXTGEN LEADER | JUNE 2020 - AUGUST 2020

Participating in an online program taught by industry experts across a vast array of fields and topics: from inclusion, diversity, and culture to fundamentals about full-spectrum strategic thinking and client relationships.