

Kesi Mooney

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SKILLS

Conversational Spanish
Adobe Dreamweaver
Microsoft Suite
Social Media
Adobe CC
Keynote
iMovie
Slack

EDUCATION

Temple University
Bachelor of Arts in Advertising
Graduated: Spring 2017

CLUBS

Philly Ad Club
October 2016-Present
Disney Alumni Association
October 2016-Present

EXPERIENCE

Bear in the Hall | **Temporary Creative Copywriter**

June 2019-Present

- Coordinate with the creative team to write creative copy for in-home, online, and outdoor advertisements for 5 clients
- Oversee, manage and communicate with 10 freelance writers daily on their content, time management and writing skills

Me featuring Me | **Freelance Copywriter & Designer**

May 2017-Present

- Engage in ideation, research & strategy sessions with companies and organizations to help build their brands
- Design, revise and execute logos for small businesses

Walt Disney Co. | **Internal Communications Professional Intern**

January 2018-January 2019

- Worked full-time with the Epcot Communications team to create content for over 8,000 Cast Members
- Ideated and strategized with WDW Communications Leadership and Epcot Leadership on over 30 pop-up activations, events and campaigns

Sav-B | **Digital Content Creator**

October 2016-October 2018

- Designed and launched fliers for poetry shows on social media
- Filmed and edited over 20 performance clips for promotional purposes