

CHERIE MOORE

☎ 404-956-9716

✉ Cherie@cheriemoore.com

🌐 Portfolio: Cheriemoore.com

Profile Summary

Digital content producer and marketing professional with 15+ years of experience creating, publishing, and optimizing content across digital platforms. Experienced in content development, audience engagement, video editing, copywriting, and multi-platform storytelling across entertainment, education, social media, and communications environments. Skilled in managing fast-moving workflows, producing short-form content, maintaining publishing standards, and translating audience insights into engaging digital experiences.

Skills

- Content Development
- Community Management
- Social Media Management
- Social Analytics
- Photo & Video Production
- Social Monitoring
- Social Listening
- Copywriting

Tools

- Sprinklr
- Khoros
- Later
- Hootsuite
- Airtable
- Sendible
- MailChimp
- Google Analytics
- Looker
- GSuite
- Monday.com
- Honeybook.com
- Semrush
- Constant Contact
- iCEV

Editing

- CapCut
- DeScript
- Adobe Express
- Canva
- Captions
- GIMP
- VSCO
- Platform Optimization
(9:16, 4:5, 1:1, 16:9)

Education

Bachelor of Science | Western Governors University
Marketing Management

2019 - 2021

Master of Science | Western Governors University
Digital Marketing Specialization

2023 - 2025

Udemy | The Complete Twitter Marketing Bootcamp Certification

September 2021

Udemy | Social Media Marketing- Content Marketing Masterclass Certification

August 2021

Sprinklr | Sprinklr Community Manager Pro

November 2023

Sprinklr | Sprinklr Campaign Manager Pro

November 2023

Internships

Jr Social Media Coordinator Intern at Kel Events, LLC

June 2012 - June 2013

Marketing Coordinator Intern at Elite Model Management

January 2011 - June 2011

Social Media Manager, PR Intern at Polina Fashions, LLC

September 2008 - May 2009

Work Experience

CTAE Marketing Teacher

Jul 2025 - Current

T.W. Josey High School, Augusta, GA

- Featured as one of four "One to Watch" Teachers in Richmond County Public Schools for October 2025.
- Teaches Marketing Principles, Marketing & Entrepreneurship, and Marketing Management using CTAE-aligned curriculum and industry practices.
- Develops engaging, real-world projects centered on digital communication, branding, storytelling, and audience engagement.
- Produces presentations and facilitates live communication experiences to strengthen public speaking and content delivery skills.
- Incorporates content creation, video, and social media strategy into classroom instruction.
- Serves as DECA Advisor supporting event execution, leadership development, and community engagement.
- Assesses student mastery through presentations, content projects, and performance-based evaluations.

Founder | Digital Content Producer
Inner Glow Social LLC, Evans, GA

Jan 2023 - Current

- Manages digital content strategies across social, web, and email platforms.
- Produces, edits, and optimizes vertical and widescreen video content for social, web, and mobile platforms, ensuring platform-specific formatting and aspect ratios for maximum audience engagement.
- Creates written and visual content designed to improve engagement and audience growth.
- Supports community-focused campaigns, partnerships, and event promotion.
- Develops branded campaigns and communication strategies to strengthen client visibility.
- Monitors analytics and optimizes content performance using audience insights.
- Manages client communications, project timelines, and content execution from concept through publication.

Social Media Support Manager
Wise (Formerly, Transferwise), Austin, TX

October 2022 - July 2023

- Developed and led a team of 24 social support professionals across multiple markets.
- Improved First Touch Resolution by 22% and reduced Issue Escalation Rate by 14%.
- Achieved a 39% reduction in response time while maintaining service and quality expectations.
- Monitored audience sentiment and digital conversations to support communication efforts.
- Collaborated with cross-functional teams to improve messaging and digital support experiences.
- Produced internal communications and content resources supporting operational consistency.
- Maintained high publishing and communication standards across customer-facing channels.

Social Media Manager
Cognizant Technologies (Netflix Project), Atlanta, GA

July 2021 - January 2023

- Produced, packaged, and published digital content across Netflix channels serving audiences exceeding 7M+ followers while supporting real-time content execution and audience engagement.
- Managed editorial calendars and coordinated publishing workflows across multiple digital platforms.
- Edited and optimized video and multimedia assets in platform-specific formats and aspect ratios (9:16, 4:5, 1:1, and 16:9) for mobile, web, and social audiences.
- Collaborated with editorial, publishing, and creative teams to execute timely content initiatives.
- Adapted messaging quickly while maintaining publishing standards and content accuracy.
- Supported audience engagement by monitoring performance and applying insights to content decisions.
- Managed influencer and collaborative content while maintaining brand voice and quality standards.

Freelance Digital Marketing Manager
AKO App, Manhattan, NY

Jan 2020 - Dec 2020

- Developed and executed a content strategy that aligned with the brand's goals and values via Later and Hootsuite.
- Created and sourced a variety of content types, including editorial, images, and infographics, while staying up-to-date with the latest social media trends and best practices.
- Delegated various responsibilities to a team of interns, including assigning research activities, creating editorial articles, finding talent through web search and social media, and curating content for reposting purposes.
- Conducted outreach to potential talent for spotlight blog interviews and social media content.

Email Marketing Support Specialist
MailChimp, Atlanta, GA

May 2016 - October 2019

- Supported users across email, social, and digital communication platforms to create, edit, schedule, and optimize campaigns and automations.
- Assisted with publishing workflows involving email campaigns, landing pages, audience segmentation, reporting, and campaign performance.
- Provided advanced troubleshooting and communication support for platform issues and digital campaign execution.
- Contributed written communications, process documentation, and operational updates for internal teams.
- Produced recurring reporting and communications content for stakeholders.
- Collaborated cross-functionally to maintain publishing quality, communication standards, and customer experience.