

DAKIN MOORE

a creative looking to combine my love for art and my education in business

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August 2019 - May 2023

EDUCATION

Wake Forest University School of Business

B.S. in Business and Enterprise Management (concentration in Marketing)

B.A. in Studio Art (concentration in Studio Art)

WORK EXPERIENCE

Graphic Design Work

Freelance Graphic Design Commissions

November 2016 - Present

June 2017 - Present

- Utilize Adobe Illustrator, Photoshop, and Procreate to design illustrations and logos used on t-shirts, postcards, banners, and more for companies, friends, and organizations located in PA, FL, MD, DE, and NC
- Design t-shirts, logos, & banners for Wake N Shake, a charity event raised that over \$300K for cancer research
- Coordinate with business owners to pitch ideas, create design iterations to find and match client's vision, and negotiate commission prices

Dakin Draws

Founder and Designer

- Created this brand to display my art creations, and market through social media and word of mouth
- Designed website (dakinmoore.com) and Instagram account (@dakindraws) to sell t-shirts and custom-made shoes, resulting in sales of 12 pairs of custom shoes in 3 years, and once selling 55 sweatshirts in six hours
- Research and network with local printing companies, establishing ongoing business relationships to find and secure the best apparel price, and performing quality checks on garment fit, material, and color

Schell Brothers - New Home Builder

May 2021 - August 2021

- Marketing Intern
- Illustrated graphic printed on shirts given to all employees wear on the company beach day
- Directed and shot promotional videos, captured drone footage, and took photos used on company site
- Organized & logged inventory for company merchandise and branded products using Square software
- Conducted research on social media performance, presented findings to head of marketing department

TBC Inc. - Full Service Marketing and Creative Agency Creative Intern

June 2022 - July 2022

- Creative Intern
- Designed posters, signage, and other print promotional material using creative brief as only direction
- Edited 16 commercials and video ads, adding closed captions and visual assets using After Effects
- Shot, edited, and organized headshots of 40 TBC employees using Adobe Lightroom and Google Drive
- Curated Instagram posts for clients using consumer images and posts and conducted social media research using Sprout Social

Wake Forest Club Lacrosse

September 2020 - May 2023

President | Treasurer | Social Media Manager

- Coordinated a 17 game schedule with opposing teams and organized travel and lodging for 60 players and coaches during away games
- Managed \$25K budget, presenting pitch in front of Wake Forest staff to secure necessary funds
- Communicated with retailers and wholesalers to purchase products and merchandise for the team
- Designed graphics and created posts to advertise the team, players, and upcoming games

TECHNICAL PROFICIENCIES

Adobe Photoshop
Adobe Lightroom
Adobe InDesign
Adobe Illustrator
Adobe Premiere
Microsoft Powerpoint
Microsoft Word
Microsoft Excel

SKILLS AND ATTRIBUTES

Content Creation
Content Strategization
Data Analysis
Sprout Social
Designing in Canva
Photo Editing
Project Management
Personable and Outgoing

OTHER INTERESTS

Photography
Drawing
Woodworking
Surfing
Lacrosse
Baltimore Ravens
Fishing

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