

# Tara Moran

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## EDUCATION

### **Boston University College of Communication**

Bachelor of Science in Public Relations with a Sociology Minor  
PRSSA Member

**Sept 2020**  
**Magna Cum Laude**

## PROFESSIONAL EXPERIENCE

### **Love Your Melon Campus Crew, Boston, MA**

**May 2019 - May 2020**

#### ***Public Relations Manager***

- Developed community relationships to raise awareness for childhood cancer.
- Created and posted content on Facebook, Twitter, and Instagram to increase program recognition.
- Collaborated with executive board to plan events and organize biweekly team meetings.

### **BIGfish Communications, Boston, MA**

**Jan 2020 - March 2020**

#### ***Public Relations Intern***

- Composed and edited blog posts and website articles for agency and different industry clients.
- Created and maintained editorial calendars for blog posts and social media posts for 3 clients.
- Wrote social media copy for Facebook, LinkedIn, Instagram, and Twitter promoting BIGfish.

### **American Foundation for Suicide Prevention, New York, NY**

**May 2019 - Aug 2019**

#### ***Public Relations and Social Media Intern***

- Designed and executed content on Facebook, Twitter, Instagram, Snapchat, Twitch, and Pinterest to provide information such as resource guides, positivity posts and upcoming events to 350,000 followers.
- Maintained editorial calendars and scheduled content for national and local chapters using Sprout Social.
- Developed internal and external influencer guides and identified future partnerships.
- Monitored community engagement and responded to comments when needed.

## OTHER EXPERIENCE AND LEADERSHIP OPPORTUNITIES

### **WTBU Radio, Boston, MA**

**Sept 2017 - March 2020**

#### ***Intern Director and DJ***

- Conceptualized and executed content using in-studio technology and Twitter.
- Placed and coached 150+ interns per semester and facilitated relationships between interns and staff.
- Ran Facebook page and Twitter account to promote WTBU's program and highlight exemplary interns.
- Maintained master intern roster and ensured completion of requirements through Google Sheets.

### **Boston University, Boston, MA**

**Oct 2017 - March 2020**

#### ***Office Assistant*** (Sept 2018 - March 2020)

- Supported team of 5 area directors and administrative staff with all communications for team of 45 Resident Assistants including the disbursement and maintenance of internal documents and the creation and disbursement of schedules.
- Managed inventory control of temporary keys and other loaned items through Microsoft Excel.

#### ***South Campus Resident Assistant*** (Aug 2019 - May 2020)

- Created inclusive community for 70 residents by developing programming, maintaining safety, creating solutions, and providing resources to students as needed.

#### ***Admissions Ambassador*** (Oct 2017 - May 2019)

- Led university tours and presented at information sessions to prospective students and families.
- Hosted admitted students during Multicultural Community Weekend.

## Technical Skills

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Sprout Social  
Buffer

WordPress  
Canva

Microsoft Office  
MailChimp

Google Analytics  
Google Suite

Concur  
Qualtrics