

SHAKYRA (SHAK) MOORE



DETROIT-BASED
OPEN TO RELOCATION

SHE/HER

SHAKYRANMOORE@GMAIL.COM
+1 313.405.2339
SHAKYRAMOORE.COM

With 7+ years of experience as an ad agency and media company creative, I bring a blend of strategic insight and conceptual craft to create compelling narratives for brands across 360 campaigns, film, digital, social, and more.

I'm passionate about using storytelling in all its forms as a medium for adding to culture and hero-ing marginalized voices. I also spend way too much time online.

EXPERIENCE

VIRTUE, THE CREATIVE AGENCY BY VICE MEDIA
Senior Creative
2021 — present
poppi, Delta, Planned Parenthood, Logitech

WIEDEN + KENNEDY
Creative
2021
Ford

VIRTUE, THE CREATIVE AGENCY BY VICE MEDIA
Creative
2019 — 2021
Beats by Dre, Target, HBO

VICE MEDIA
Creative Intern
2018 — 2019

FREELANCE
Copywriter
2017 — 2019

TBWA\CHIAT\DAY
Strategist
2014 — 2017
Gatorade, Netflix, Airbnb

PREVIOUS LIVES include working at a noodle place, a burger place, a gold mine in the middle of the Australian outback, a bookstore, and a now-defunct weekly alternative magazine

EDUCATION

MIAMI AD SCHOOL
Copywriting
2018 — 2019

UNIVERSITY OF SOUTHERN CALIFORNIA
BBA in Marketing and Communication Design
2010 — 2014

INTERESTS

Architecture
Gymnastics
Tennis
Techno music
Museum gift shops
Niche magazines
Bootleg fashions
Detroit-style pizza

SENIOR COPYWRITER/ACD