

# Makayla Cinnamon Moore

Communications Specialist

## Personal Info

### Address

2701 Homestead Road  
Chapel Hill, NC 27516

### Phone

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### E-mail

mcmoore5010@gmail.com

### Date of birth

1994-11-11

### LinkedIn

www.linkedin.com/in/cinnamonmoore

## Skills

Adaptability and Flexibility



Written and Verbal Communication



Collaboration and Networking



Time Management



Proficiency Utilizing a Suite of Photo and  
Word Processors



Editing Skills



Driven writer with a wide range of experience authoring varied content on a multitude of platforms. Written work featured in a number of organizations and institutional publications. Looking to join a team of talented, motivated individuals that will aid in continued growth of my skill repertoire.

## Experience

2017-05 -  
2018-02

### Weekly Contributor

*The News of Orange County*

- Authored weekly feature news stories highlighting people, places and events
- Photographed images relevant to each news story
- Created headlines, cutlines and photograph captions for every story
- Built strong networks with the local community

2016-05 -  
2017-12

### Environmental Studies Intern

*UNC's Institute for the Environment*

- Wrote articles and took photographs regarding environmental news involving UNC Chapel Hill
- Articles led to a significant increase in reader traffic for the Institute. One of these articles received the highest view count ever recorded
- Edited news stories as well as other content for both print and online formats

2017-01 -  
2017-05

### Intern

*Environment North Carolina*

- Authored weekly letters to the editor concerning solar energy in North Carolina
  - Articles featured in the Independent Tribune, Charlotte Observer, Salisbury Post and various other local newspapers
- Participated in grassroots actions for environmental causes
- Organized public events that included local business sponsors solicited by myself

2015-08 -  
2015-12

### Communications Intern

*UNC's Coastal Studies Institute*

- Aided in the redesign and image transition for the organization's website
  - Specifically, content creation, design flow and image layout
- Authored weekly blog posts that the coordinators still use to recruit new students
- Drafted bi-weekly press releases that were often featured in local newspapers

## Education

2013-08 -  
2017-05

### University of North Carolina at Chapel Hill

B.A. in Environmental Studies

*Concentration in Ecology and Society*

Minor in Journalism

*Concentration in Reporting*

2017-01 -  
2018-05

### University of North Carolina at Chapel Hill

M.A. in Mass Communication

*Specialization in Reporting*

## Publications

2017-10

Charles E. Watters, a man on a

mission: [http://www.newsfororange.com/education/article\\_48d953bc-b435-11e7-8794-dfd17a84ac46.html](http://www.newsfororange.com/education/article_48d953bc-b435-11e7-8794-dfd17a84ac46.html)

2015-09

Outer Banks Field Site Blog Posts: <http://outerbanks.web.unc.edu/category/cinnamons-blogposts/>

2015-11

Press Release- CSI Researchers using New Process to Create Three Dimensional Models: [https://www.obsentinel.com/news/csi-researchers-using-new-process-to-create-three-dimensional-models/article\\_8df16932-9856-11e5-b765-4ba7d797e118.html](https://www.obsentinel.com/news/csi-researchers-using-new-process-to-create-three-dimensional-models/article_8df16932-9856-11e5-b765-4ba7d797e118.html)