

CYNESHA (SIN·KNEE·SHUH) MOORE

**COPYWRITER • CREATIVE STRATEGIST •
BRAND VOICE & SOCIAL STORYTELLING**

Creative strategist and copywriter with 6+ years of experience shaping brand voice, campaign concepts, and content across social, digital, OOH, editorial, and web. Turns audience insights into culturally relevant ideas and social-first storytelling, with a strong eye for brand voice and emerging AI-assisted workflows.

SKILLS

Brand Voice & Messaging • Creative Strategy & Concepting • Copywriting • Social & Digital Content • Integrated Campaign Development • Editorial & Web Writing • Scriptwriting • Research • Client Collaboration Visual Direction

CREATIVE TOOLS

• Premiere Pro • Canva • ChatGPT • Claude • Gemini • Microsoft Copilot • Marcel

SOCIAL MEDIA

TikTok • Instagram • Facebook • Twitter (X) • Threads • LinkedIn • Snapchat • Pinterest

CONTACT



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cynesha.com



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CREATIVE EXPERIENCE

COPYWRITER • PUBLICIS PRODUCTION

07/2024 - Current

- Sole copywriter for Jim Beam, leading social-first content across paid and owned channels
- Develop and execute retail, seasonal and wellness campaigns for Sam's Club across print, digital and social
- Lead high-volume retail copy across placements, specs, character limits and legal requirements
- Establish and maintain brand voice across communications
- Develop creative concepts and visual direction for seasonal product and lifestyle photoshoots
- Write newsletters and articles for subscriber and web audiences.
- Produce social content for Pepperidge Farm, Goldfish, Snack Factory and Mattel

COPYWRITER • ANOMALY

07/2021 - 01/2024

- Owned content development and copy for social media alongside art directors.
- Strategically conceptualized ideas for digital, social, and out of home executions
- Identified and reinforced brand tone of voice across deliverables.
- Client facing
- Ally Bank, Bulleit, Johnnie Walker, Crown Royal, Denny's, Carnival.

FREELANCE COPYWRITER

03/2021 - 07/2021

- Conceptualized and crafted campaign ideas for Dove
- Worked with creative director to develop social media copy for TJ Maxx, Marshalls, Tazo Tea
- Crafted business reports for PayPal
- Review, edit, and improve on existing product and website copy
- Collaborated directly with clients across creative projects

EDUCATION

MIAMI AD SCHOOL NEW YORK

Copywriting Certification • 03/2021

Interactive Concepting, Pop Culture Engineering, Digital Campaigns, UX Design, Scriptwriting, Game Concepts, Thinking Strategically, Content Creation.

CITY COLLEGE OF NEW YORK

Advertising & Public Relations • 05/2018

Bachelor's Degree of Arts

WORK HISTORY

COCKTAIL SERVER • SOCIETY BILLIARDS • 03/24 - 12/24

SERVER SUPPORT • ZUMA NYC • 10/19 - 03/20