

Jessica Moes

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EXPERIENCE

BEST BUY in RICHFIELD, MINNESOTA

INTERNAL COMMUNICATIONS – SPECIALIST, ENTERPRISE INITIATIVES

SEPTEMBER 2018 – PRESENT

- Brainstorm, execute and market enterprise-wide special company initiatives with internal partners related to Best Buy's strategic growth, including those related to company sustainability, social impact and the Transformation Office
- Manage the Think Blue program, an on-campus guest speaker series, by building professional partnerships between Best Buy and notable individuals from both inside and outside the world of technology

INTERNAL COMMUNICATIONS – CONTRACT SPECIALIST

FEBRUARY 2018 – SEPTEMBER 2018

- Pitch, write, and edit content for internal company vehicles, including written and graphically-designed print and digital employee notifications, public-facing blog posts, and a bi-monthly print magazine
- Help coordinate on-campus company events, including company-wide employee engagement events, executive meetings, and quarterly earnings disclosures
- Assist with event briefing documents for company executives, including the CEO

TEN THOUSAND VILLAGES in ST PAUL, MINNESOTA

FAIR TRADE MARKETING AND SALES MANAGER

JULY 2017 – AUGUST 2018

- Oversaw all marketing and communications strategies for a locally owned nonprofit store that focuses on the expansion of fair trade goods' availability in the global economic sphere
- Educated consumers on the driving principles of fair trade economics through in-person sales, digital marketing, and local nonprofit partnerships in order to drive successful sales for the store and its artisan partners around the world

EVANGELICAL LUTHERAN CHURCH OF AMERICA (ELCA) in CHICAGO, IL

EXPERIENCE INTERPRETER FOR THE CAMPAIGN FOR THE ELCA

AUGUST 2016 – NOVEMBER 2016

- Synthesized the global stories I've witnessed the Campaign for the ELCA transform, and "interpreted" those stories to potential major gift donors in the rural Midwest region via both large-scale and one-on-one conversations
- Used database research (CRM) and relationships to identify, track and analyze potential partnership cultivation, and stewarded existing donor relations to advance the missions of the ELCA's 4-year, \$198 million capital campaign

EVANGELICAL LUTHERAN CHURCH OF AMERICA (ELCA) in KRUOS VILLAGE, CAMBODIA

FULL TIME VOLUNTEER IN CAMBODIA

AUGUST 2015 – JULY 2016

- Lived and worked at the Kruos Village Church and Life Center in Kruos Village, Cambodia, via the ELCA Young Adults in Global Mission program
- Wrote agriculture, nutrition, and education grant requests, impact reports, and organization guides for international stakeholders from four continents, and coordinated supply receipt and distribution into multiple local communities
- Taught English and developed a comprehensive, multi-level, technology-enriched language curriculum for the Life Center's afternoon language program, and taught English at a local government secondary school
- Wrote regular blog posts (collected at www.moesgoes.com) and newsletters for donors and program supporters, many of which were shared by the ELCA because of their excellent quality in representing the goals of the program

HIRENOMICS, INC in MINNEAPOLIS, MINNESOTA

MANAGER OF MARKETING AND OPERATIONS

MAY 2014 – JULY 2015; DECEMBER 2016 – JULY 2017

- Developed and implemented key market outreach strategies and oversaw all operational duties for the 5th highest-grossing retained executive search firm in the MSP area, specializing in legal and financial services
- Project managed multiple operations initiatives including: building out excel tracking and statistic reports, implementing a comprehensive employee benefits program, developing financial workflow processes, coordinating company-wide technology overhauls, and facilitating the migration to a new internal CRM system
- Project managed major marketing projects including: redesigning the firm's webpage (www.hirenomics.com), developing marketing materials for a new LLC, building out case studies and customized pitch books for client meetings, developing a company-wide style guide, and connecting Hirenomics to the press
- Oversaw all ongoing, day-to-day operations affairs, including arranging travel and logistics for staff, managing all documentation, creating company budgets, coordinating company-wide insurance plans, and overseeing all billing and expenses on a \$1.6 million fiscal revenue year

WASHINGTON COUNTY 4-H ARTS IN LEADERSHIP PROGRAM in STILLWATER, MINNESOTA

PROGRAM DIRECTOR

SUMMERS 2013 – 2015

- Directed and coordinated a summer performing arts and youth leadership program for 75+ youth ages 12-19, at the completion of which participants create a 30-minute musical performed during the county and state fairs
- Planned encampment lodging, food, and engaging educational activities; managed a large number of adult volunteers and paid technical staff; controlled a very limited program budget; and solicited program donations from private donors, government funding, and foundation grants

METROPOLITAN COUNCIL LIVABLE COMMUNITIES in ST. PAUL, MINNESOTA

OUTREACH INTERN

MAY 2013 – SEPTEMBER 2013

- Wrote and implemented a comprehensive outreach strategy for the \$22 million Livable Communities grant program, funded by the Minnesota state legislature to support innovative urban/suburban development in the MSP region
- Developed an online database of past grant awardees in line with the Council's redesign standards, and utilized the Kentico Computer Management System for web development
- Created a variety of outreach materials for the grant's stakeholders, using e-mail, web, and print

EDUCATION

ST. OLAF COLLEGE

BACHELOR OF ARTS *CUM LAUDE*

SEPTEMBER 2010 – MAY 2014

- MAJOR: English
- MINORS: Media Studies, Middle Eastern Studies
- HONORS: *Sigma Tau Delta* (English), *Theta Alpha Kappa* (Religion)
- INTERNATIONAL STUDY: Political Science, Sociology, and History at Bogazici University (Istanbul, Turkey), the Arabic Language Institute (Fez, Morocco), and the American University (Cairo, Egypt)
- INTERNATIONAL STUDY: Social Work and Psychology at Madras Christian College (Chennai, India), Christ University (Bangalore, India), and Dalaut Ram College (New Delhi, India)

VOLUNTEER WORK

WORLD ECONOMIC FORUM'S GLOBAL SHAPERS COMMUNITY in MINNEAPOLIS, MN

CURATOR AND PRESIDENT – MINNEAPOLIS HUB

APRIL 2018 – PRESENT

MINNESOTA INTERNATIONAL NGO NETWORK in MINNEAPOLIS, MN

VOLUNTEER COORDINATOR; REGISTRATION COORDINATOR FOR MINN SUMMIT

MAY 2017 – DECEMBER 2018

WASHINGTON COUNTY 4-H YOUTH LEADERSHIP PROGRAM in STILLWATER, MN

PROJECT-BASED LEARNING VOLUNTEER

AUGUST 2006 – PRESENT

SKILLS

- **LANGUAGES:** Khmer, Spanish (conversational proficiency); Russian, French, Turkish, Darija, Modern Standard Arabic (survival proficiency)
- **SOFTWARE:** Adobe Suite (Photoshop, InDesign, Illustrator), Microsoft Suite (Word, Excel, PowerPoint, SharePoint), Google Apps (Gmail, Calendar, Drive), Final Cut Pro, SharePoint, HTML & CSS
- **MARKETING:** Communications (Written, Graphic, Electronic), AP Style, Copy Editing, Blogging, Photography, Social Media, Video, Analytics, Event Coordination, Public Relations
- **OPERATIONS:** Project Management, Budgeting, HR, Fundraising, Donor Relations, Vendor Relations, Stakeholder Management, Volunteer Management, CRM, Database Management, Website Maintenance, CMS