



# CHLOÉ MOISSIS

## CONTACT

(650) 646-8546

csfmoissis@gmail.com

www.chloemoissis.com

## EDUCATION

### University of Southern California

2014-2018

Magna Cum Laude

Renaissance Scholar

B.A. Art (Roski)

Graphic Design

Minor: Advertising (Annenberg)

Film & Social Change

Courses: Graphic Design, Activism and Media, Typography, Feminism and Film, Critical Theory, Web Design, Visual Culture Analysis, Personal Branding, Advertising

### Université de Lorraine

Nancy, France - Summer 2015

French Language & Culture

### Lorenzo Di Medici Institute

Florence, Italy - Summer 2014

Fine Arts

## ADDITIONAL INFO

### Skills:

- Adobe Creative Suite (Photoshop, InDesign, Illustrator, Lightroom, etc.)
- Google Analytics, Data Spreadsheets
- Video Editing (Premiere, After Effects)
- Google Workspace
- Social Media Production
- Full Service Branding
- Presentation Design
- WordPress, Wix, Squarespace, HTML, CSS, Canva, Dropbox, Eventbrite
- Proficient French, Beginner Greek
- Drawing & Painting

### Interests:

Dance (Ballet & Hip Hop), Film, Reading (GoodReads), Greek Food, Musical Theater, Illustration, Feminism, Travel

## PROFESSIONAL EXPERIENCE

### Sony Pictures Entertainment

Digital Marketing Manager / In-House Graphic Designer

Nov 2020-Present

- Developed cross-platform, data-driven digital marketing campaigns, including: strategic positioning, content creation, A/B testing, optimization, copy writing, etc.
- Directed end-to-end vendor and agency relationships. Ensured delivery of projects on time, within budget and strategy guidelines and with exceptional aesthetics.
- Acted as the liaison with executive stakeholders for strategy unification and approvals.
- Managed multiple large scale campaign budgets, upwards of \$800,000
- Designed 200+ organic and paid digital assets across all 20+ film titles per year: including short-form videos, social statics, web takeover banners, AR lenses, email marketing materials, executive filmmaker decks, and custom content at premieres.

Digital Marketing Coordinator / In-House Graphic Designer

Jan 2019-Oct 2020

- Monitored day-to-day implementation of social assets, copy and viewer response.
- Supported digital director with campaign management needs, such as deck creation, budget assistance, external communication, scheduling, and reviewing assets.
- Handled and organized creative assets across all titles: downloading, cataloging, quality control, reviewing details, server organizing, and presentation in meetings.

Digital Marketing Trainee

Jun 2018-Dec 2018

- Managed Sony Pictures Pinterest (10k followers) and presented weekly competitive analysis of cross-platform social trends and key zeitgeist moments.
- Designed assets as needed for the entire Marketing Department.

Consumer Products Creative Intern

Jan 2018-May 2018

- Created style guide decks, logos, and composed graphics used on merchandise, including the official *Ghostbusters 35th Anniversary* Logo.
- Presented analysis on predicted fashion trends that informed future product lines.

Key Projects: *Little Women* (+awards), *Spider-Verse* (+awards), *Charlie's Angles*, *Venom* (1&2), *Spider-Man: Far from Home*, *Bloodshot*, *Once Upon a Time in Hollywood*, etc.

### Lionsgate

Worldwide TV Marketing Creative Intern

Jun 2017-Dec 2017

- Led social media re-brand (aesthetic, schedule, etc.) for Lionsgate TV accounts.
- Managed art production and signage creation for 2017 MIPCOM Convention.
- Informed production of photo shoots and key art designs.

### Los Angeles Magazine

Art Department Intern

Jan 2017-May 2017

- Crafted page layouts and retouched artwork for the physical and digital magazine.

### 20th Century FOX

Global Consumer Products Design Intern

Sept 2016-Dec 2016

- Created corporate style guide designs for external brand partners, including graphics, product mock-ups and custom designs for *Predator*, *Marilyn Monroe*, etc.
- Designed merchandise for *The Simpsons* (with style guides), sold worldwide.

### ELLE Decor, House Beautiful, Veranda Magazines

Art Department Intern

Jun 2016-Aug 2016

- Developed page layout designs and coordinated hiring featured illustrators.
- Led product photo shoots and edited photographs for all three magazines.

### Freelance

Graphic Designer

May 2015-Present

- Designed digital marketing (paid banner ads, social) for Democrats running in state elections (ex: Georgia - Ossoff/Warnock) - average 1-2% CTR (*Local Majority*).
- Full service logo design, branding, and social identity created for several clients (*Take the Lead*, *SpotsRide*, *Better Days Productions*, *@CoffeeHopps*, etc.)
- Other projects have included: book covers (*Kapon Editions*), merchandise (*USC Design Studio*), web design, album art and launch-related social assets (*Logan Mark*), posters, programs and social assets (*OU Ballet Program*), illustration, etc.