

Emily Moser

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Bio

Multimedia design expert with over fifteen years of experience in creating and communicating over the web, in print, and through video. Cited as an innovative young photographer, my true passion is to capture the human experience. From telling employee stories to creating engaging content for social media, my innovative designs exemplify the highest quality and attention to detail in order to serve the unique needs of the business.

Skills

Graphic Design, Photography & Videography

Proficient in Adobe Photoshop, InDesign, Illustrator, Lightroom, Premiere, After Effects, Articulate Storyline, HTML, CSS, website Content Management Systems, Microsoft Word, Excel, PowerPoint and SharePoint. Continually expanding skills with new technology and programs.

Social Media

Knowledgeable in managing and creating content for a corporate presence on various social media platforms including LinkedIn, Twitter, Facebook, and Instagram.

Portfolio

Available online:
emilymoser.com

You may also view my active websites:

harlemline.com
radioactiverailroad.com

Education

BFA in Communication Design
University of Connecticut

Experience

Employer Branding Specialist, AAA Club Alliance, 2020 – Present

Worked as a contract graphic designer and photographer for AAA's HR Talent Acquisition team. Led photo and film shoots of employees, utilizing the assets to create content for social media and the web. Created HTML5 banner advertisements, in-store flyers and other visual assets for recruiting.

Senior Employment Branding Specialist, Amtrak, 2015 – 2020

Designed and implemented a new Amtrak Careers website using SAP Career Site Builder. Composed Photoshop mockups of the site design and content hierarchy. Assessed existing site for missing information and created new content to fill these gaps. Rewrote old content and refreshed all imagery with new photography to create a fully functional and user friendly website.

Conceptualized and created eLearning content, including Amtrak's New Employee Orientation, a six module course that introduces new employees to the company by simulating a train journey around the country. Held focus groups to perform a needs analysis to ensure the course met the needs of the business, storyboarded an immersive learning experience, spearheaded the visual look and feel, and brought it to life using Articulate Storyline and Adobe Premiere. Photographed and video recorded the actual journey that the course simulated to bring an engaging and realistic experience to the learner.

Partnered with Amtrak's Corporate Communications and Marketing teams to present a unified brand message to customers over social media. Designed, photographed, filmed, and crafted unique content for social media and the web. Maintained a content calendar and posted social content to coincide with projects and hiring needs while promoting Amtrak's Employer Value Proposition and diversity goals. Evaluated analytics and performed A/B testing to repeat successful campaigns. Maintained the Amtrak company LinkedIn, and Amtrak Careers on Facebook, Twitter, and Instagram.

Designed PowerPoint and Word templates, posters, brochures, flyers, safety and project highlight videos, learning guides for managers and new hires. Ensured all work met Amtrak brand guidelines and appropriate Tone of Voice.

Freelance Photographer and Writer, 2012 – Present

My photographic body of work representing travel and history have been published in newspapers, books, and magazines in the United States and abroad. I served as a contract photographer for Metro-North Railroad, have my work hanging in nearly every Amtrak station across America, have written about travels from Alaska to Zimbabwe, covered the opening of one of the world's newest metro systems in Doha, Qatar, and taught myself the Cyrillic alphabet to research the rail line running through the Chernobyl Exclusion Zone for an article and expanded website called Radioactive Railroad.

Authored several articles for Railfan & Railroad magazine covering the topics of architecture history as well as instructional guides on modern digital photographic techniques tailored to capturing trains.

Volunteered with the Hopewell Depot Museum in Hopewell Junction, New York to formulate and design a series of interpretive panels highlighting local history for permanent exhibit.

Presented work at the 2016 Center for Railroad Photography and Art Conference at Lake Forest College, appeared in the 2013 documentary Grand Central: An American Treasure, provided consultation for TV and movies for historical accuracy regarding commuter railroad lines in the New York area, and have been profiled by The New York Times, WIRED, and NPR.

Multimedia designer, Fujifilm North America, 2008 – 2015

Served as a graphic designer in a highly diverse corporate environment, utilizing my skills in web, print, motion design, and photography to create, design and maintain various company-owned websites and advertising campaigns for Fujifilm's digital camera line. Created web advertising banners and HTML marketing emails, as well as corporate and product videos for tradeshow, presentations, and video billboards for Times Square. Created tutorials and how-to videos for customers to learn how to use our photo gift creation websites and kiosks.