

Porcshe N. Moran

Content marketer, copywriter & journalist helping organizations deliver valuable and engaging messages that educate, build connections and inspire action

Career Summary

Cerner Corporation, Kansas City, MO

Senior Writer, 2021-Present

Senior Communications Partner (Content Marketing Specialist), 2018-2021

- Develop marketing collateral — including trade show displays, press releases, magazine articles, web pages, social media, video scripts, and client presentations — to promote Cerner's products, services, and industry leadership
- Produce podcast and blog content to enhance brand loyalty and engagement and educate around healthcare and technology topics

PNM Media, California, MO

Freelance Writer & Editor/Sole Proprietor, 2008-Present

- Compose print and online content for organizations focused on business, healthcare, lifestyle, food, travel, and more

Central Missouri Newspapers, Inc., Jefferson City, MO

Niche Publications Writer/Editor, 2010-2012

- Created print, video, audio, and social content for niche publications and daily newspaper
- Launched and co-edited, *HER*, a bi-monthly women's lifestyle magazine

Boone County Government, Columbia, MO

Public Information Officer (PIO)/Grant Writer, 2009-2010

- Facilitated clear communications between government officials, media outlets and the general public
- Wrote and edited marketing materials for 12 different departments
- Spearheaded the county's first online press room and weekly e-newsletter

Education

Bachelor of Journalism, University of Missouri, Columbia, MO

Certifications

Professional Certified Marketer - Content Marketing, American Marketing Association