

**ANNIE MOORE**  
**Senior Director, Digital**



**FULL BIO**

Senior Director of Digital at Dezenhall Resources, Anne Moore leads the firm's strategic digital and advertising efforts, and spearheads initiatives focused on online reputation management and the implementation of comprehensive digital campaigns. From both organic and paid media strategies to influencer collaboration coordination to the development of creative materials, Moore uses data-informed tactics and messaging to develop holistic campaigns designed for impact.

Before joining Dezenhall, Moore became the youngest digital director at a national political committee during two of the most important election cycles in modern history. While there, she built an award-winning digital fundraising program, raising over \$18 million online with an average donation consistently under \$25. Moore also established a joint fundraising committee to bolster state legislative caucuses' digital infrastructure, led trainings, and created educational material for state legislative candidates, significantly expanded social media followings, and led a comprehensive rebranding effort for the committee. Additionally, she served as a marketing and branding consultant for a range of industries, from technology to food and beverage. She also coordinated over 25 events per quarter for one of America's leading recruiting firms in Nashville, Tennessee.

Moving from rural Indiana to Nashville, Moore finished her Bachelor's degree in Strategic Communication from Lipscomb University before relocating to Washington, D.C. Once there, she took on the roles of digital director by day, student by night, while earning her Master's degree in Integrated Marketing and Communication from Georgetown University. Now based in Manhattan, Moore spends her free time exploring the city and rooting for the Ohio State Buckeyes.