



## PATRICIA B. MOORE

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## EDUCATION & EMPLOYMENT HISTORY

### BOOMI

*Product Solutions, 2021 – present*

### VCU DA VINCI CENTER FOR INNOVATION

*Ideator in Residence*

2021 – 2022

### LEADERSHIP METRO RICHMOND

*Director of Communications & Programs*

2016 – 2021

### MISS PRISS TEA

*Owner & Operator, 2016 – 2019*

### UNIVERSITY OF TEXAS AT AUSTIN

MBA, 2015

### BRANDING & BUSINESS DEVELOPMENT

CONSULTANT, 2011 - 2013

### [THREADS THAT TEACH](#)

*Executive Director, 2007 – 2010*

### NEW YORK UNIVERSITY

BM in Music Business, 2008

## BOARD SERVICE

### BETTER HOUSING COALITION

*Board of Directors*

### VPM (Virginia's Home for Public Media)

*Community Advisory Board Chair*

### By Black Richmond

*Founding Board Member*

## CAREER OBJECTIVE

To pursue opportunities which allow me to strengthen communities by uplifting diverse voices and providing equitable, innovative solutions utilizing my knowledge, network, and quantitative analysis paired with qualitative assessment.

## CORE COMPETENCIES

### INNOVATION & SOLUTION BUILDING

- Created multiple applications using Boomi iPaaS products to connect data between popular platforms such as Slack, Salesforce, Jira, & DocuSign
- Designed and taught a graduate-level course in product innovation, moving students from concept to action through a semester long project focused on human-centered design
- Successfully transformed in-person leadership development programs reliant on trust-building and interpersonal relationships into dynamic virtual experiences utilizing platforms such as Zoom, Slack, and Milanote in response to the COVID-19 pandemic
- Created and operated a 501c3 organization serving New York City Public Schools, working with middle school faculty and teachers alongside university academics to create innovative instructional strategies, increasing content retention & in-class participation
- Established the planning framework for the [RVA East End Festival](#), a volunteer-led outdoor event bringing together residents, local businesses, & city government to strengthen youth art programs in public schools

### CONSULTING & BUSINESS DEVELOPMENT

- Served as a nonprofit mentor in the areas of program design, community engagement, board development, fundraising, storytelling, and HR/operations through [THRIVE Accelerator for Social Good](#)
- Analyzed internal and external data to redesign and create an implementation strategy for Country Music Television's nationwide volunteer initiative [CMT One Country](#)
- Created a business growth model and sustainability analysis for a small organic tortilla manufacturer in Austin, TX
- Consulted in the areas of branding, marketing, and programming during Beekman Beer Garden Beach Club's inaugural season, helping launch what became NYC's most popular outdoor club for three consecutive years

### MARKETING & COMMUNICATIONS

- Led the publishing, editing, and creative processes for [LMR Magazine](#), telling the organization's stories & increasing their reach
- Redesigned the LMR website, simplifying navigation as well as content management while increasing visitor engagement
- Developed clear communications strategy for a geographically dispersed team to ensure continuous flow of up-to-date information to be utilized in decision making processes utilizing G Suite (Google), Trello, and Slack

## AWARDS & ACCOLADES

- [Style Weekly's Top 40 Under 40](#) (2020)
- NAWBO Richmond Women of Excellence (2019)  
*Community Leader Category Finalist*
- McCombs School of Business Executive Challenge (2015)  
*Best Speaker*