

Emily Moser

203.558.9638

e@emilymoser.com

emilymoser.com

linkedin.com/in/emilymoser

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 in the railroad industry, my true passion is to capture the human experience. From telling employee stories to creating training materials for employees to reach their highest potential and everything in between, my creative designs exemplify the highest quality and attention to detail all while serving the unique needs of the business.

Skills

Graphic Design

Proficient in Adobe Photoshop, InDesign, Illustrator, 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.

Photography & Videography

Experienced in digital photography in a corporate and publications environment.

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, 2008

Qualifications

Amtrak AMT-2 (Electrical Safety)
Amtrak Blue Flag (Equipment Safety)
Amtrak RWP (Track Safety)

Experience

Senior Employment Branding Specialist, Amtrak, 2015 – Present

Designed, developed, and implemented a new Amtrak Careers website. Authored new content for internal and external job applicants. Composed Photoshop mockups of the site design and built them into the framework of the Content Management System 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 Amtrak's customers and job candidates over social media. Used my design, photography, videography, and writing skills to craft and post unique content for social media and the Amtrak Careers website. Maintained a content calendar and scheduled posts 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. Grew the Amtrak LinkedIn company page with regular, quality content yielding an average 8% engagement rate, with some posts achieving 33%.

My graphic design expertise sought after across many departments, and I designed an expansive array of projects including PowerPoint and Word templates, posters, brochures, flyers, safety and project highlight videos, learning guides for managers and new hires, and more. Ensured all work met Amtrak brand guidelines and appropriate Tone of Voice.

Freelance Photographer and Writer, 2012 – Present

I am passionate about both travel and history, and my photographic body of work representing these two areas of interest 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. Designed, operated, and judged monthly photo contests via social media, and created 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.