



# Imari Mora

## On-Air Host & Digital Creator

w. imarimora.com  
e. imarimora@yahoo.com  
c. 512.749.8354  
s. @imarionair



### Languages

English, Native - Spanish, Fluent

### Education

Texas State University

San Marcos, TX

BS | Mass Communications

Tecnológico De Monterrey

Querétaro, MX

Study Abroad | Spanish Culture & Literature

### Core Qualifications

- Audio & Video Editing
- Advertising & Marketing
- Digital Media
- Media Production
- Public Speaking & Communications
- Radio Broadcasting
- Social Media Management
- Writing & Research

### Digital Software

Canva, iMovie, Google +, Instagram, LinkedIn, Facebook, Twitter, TikTok, Snapchat, YouTube, Later Scheduling, Pinterest, Podcasting, Promosuite, Wordpress, Asana, Rise Learning

### Technical Software

Adobe Premiere, Adobe Audition, Adobe PDF, Microsoft Applications, Axia & Nexgen Control Board Systems, TLC & Wide Orbit Systems, Vox Pro, vCreative

### Brands Represented

Wayfair On Air, iShopShops, AURA Hair Care, Lume Lash, Quick Weight Loss, Pepsi, Corona Extra, Tito's Handmade Vodka

### Social Media Manager & Facilitator **Consciously Unbiased**

New York, NY | 2021 - Current

- Represent as DEI subject expert contributing perspective and insight to integrate inclusion and diversity for global success through facilitation of tailored strategies and solutions for partnered business leaders, managers and employees of all levels.
- Implement, manage and execute toward performance goals and metrics for social handles by applying critical understanding of data, strategy and brand perception to attract new clients through B2B marketing.
- Devise, design and create branded graphic, social, supporting video, audio assets for marketing and digital advertising campaigns driving product discovery and purchase consideration via social media channels.

### Freelance On-Camera | Livestream Host & Ambassador

Houston, TX | 2014 - Current

- Conceptualized, filmed, edited and produced 30 minute live-to-tape episodes for Wayfair On-Air Series.
- Related insight of livestream technologies to cultivate average viewership of 1,000+ for weekly iShopShops live-shopping segments.
- Audit trends in social media, fashion, lifestyle/pop culture, and appropriately apply knowledge and brand messaging to generate buzz through content creation and ambassadorship.

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### 93.3 Austin Afternoon | Latino 1027 Weeknight On-Air Host

Waterloo Media (Formerly Emmis Communications)

Austin, TX | 2020 - 2021

- Generated listener-ship and engagement of targeted local 18-49 female demographic for assigned day parts by applying cultural insight and professional judgment in writing, producing, interviewing and broadcasting.
- Provided consultative support on music, imaging, social media and sales leads for 933 Austin and Latino 1027 station re-brandings through continued assessment of industry trends consistent with format and genre.
- Originated dynamic written content, visual images, audio material and video footage for websites, blogs, and other social media platforms.

### Y100 On-Air Talent iHeart Media

Miami, FL | 2019 - 2020

- Moderated emergency inserts and programming elements while creatively implementing trending news, current events, contests, interviews and callers for overnight, weekend and mix show DJ announcer shifts.
- Curated 2.7k average editorial viewership by developing, owning and producing audiovisual content for digital and social media platforms including but not limited to Website, Facebook, Twitter, YouTube, Instagram, Tik Tok and Snapchat.
- Lead, voiced and scripted production of cluster weather reports, PSAs and client advertisements, Elvis Duran Morning Show and Enrique Santos syndicated shows finalizing content using digital audio editing software.
- Organized and coordinated on-site promotional and community event campaigns as host and ambassador in coordination with sales, programming and marketing departments.