

Hayley Moro

Over the past decade, I've helped brands, nonprofits, and mission-driven teams clarify their voice, deepen their impact, and connect with the people they serve—through strategy that's as intentional as it is intuitive. My work sits at the intersection of systems and storytelling. I believe design is a powerful tool for empathy, and strategy is how we give it purpose.

PHONE NUMBER

+1 804-467-3280

LOCATION

Greater Grand Rapids Area

PORTFOLIO

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Strategist and Researcher

Experience

CREATIVE STRATEGIST | MONTGOMERY CODE 2024 – 2025

Led digital strategy for B2B brands, shaping brand positioning, messaging frameworks, and customer journey mapping. Acted as the bridge between creative and data, translating insights into campaigns and digital experiences that improved engagement and drove business growth.

CREATIVE STRATEGIST | CODE3 2021 – 2023

Developed eCommerce strategies for digital marketplaces, optimizing UX, creative, and performance marketing to drive sales across platforms. Used data and consumer insights to refine product positioning, enhance discoverability, and maximize conversions.

WEB DESIGNER | RESIDENT HOME 2020 – 2021

Optimized eCommerce user experiences through UX/UI design, conversion-focused landing pages, and A/B testing. Refined website layouts and content to improve engagement, streamline the shopping journey, and increase sales.

DIGITAL DESIGNER & STRATEGIST | NET EASY INC. 2016 – 2018

Built brands from the ground up, developing logos, visual identities, and websites for new businesses. Led brand strategy and digital presence development, ensuring cohesive design and messaging across all touchpoints.

Education

GEORGETOWN UNIVERSITY | MPS

Master of Design Management & Communications
2022 – 2025, 3.9 GPA

UNIVERSITY OF CINCINNATI | BFA

Bachelor of Arts in Communications
2015 – 2020, 3.8 GPA

Expertise & Skillsets

- Digital strategy and UX design
(Figma, Adobe Creative Suite, Canva, & Milanote)
- Brand positioning and storytelling
- Human-centered research and insights
(Focus groups, surveys, & journey maps)
- Digital analytics, conversion optimization, and performance marketing
- Ad campaign strategy and management
(Google, LinkedIn, Meta Ads, Pinterest, TikTok)
- CRM and customer journey strategy
- Web design, content strategy, and CMS work
(WordPress, Shopify, Webflow)