



## **SCDOT Names Director of Public Engagement and Senior Advisor to the Secretary**

**Columbia, South Carolina** – Secretary of Transportation Christy A. Hall has named Kelly Moore to the position of Director of Public Engagement and Senior Advisor to the Secretary.

The Director of Public Engagement and Senior Advisor to the Secretary is a new role in the Department. The position reflects the intention of Secretary Hall to enhance SCDOT's communication efforts statewide in order to ensure effective and robust engagement with the public and other stakeholders regarding road work and other SCDOT activities. Director Moore will also serve as a senior advisor the Secretary and SCDOT leadership regarding innovations and improvements to current agency approaches regarding communication techniques and other outreach opportunities.

Hall said, "Mrs. Moore has the ideal skillset and experience to serve in this role. She has a decade of experience in communications and understands the importance of ensuring the public is actively involved and engaged in SCDOT's 10-Year Plan and more." Previously to her appointment, she served as the Director of Public Information for Horry County. In that role, she consolidated public information into a single office, established the County's social media presence and managed communications related to the County's RIDE Program. She acted as lead public information officer during emergency events such as Hurricane Florence, Dorian and Isis, and led training programs with the Emergency Management Division on crisis communications. In addition to her experience in Horry County, she has previous experience with the City of Charleston and the North Carolina Stage Company.

Mrs. Moore is a native of the Upstate, she holds a Master of Public Administration from the College of Charleston and Bachelor of Arts from Clemson University.

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