



AUSTIN MORALES

CREATIVE & STRATEGIC DIGITAL
MARKETING SPECIALIST

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EDUCATION

Virginia Commonwealth University
RICHMOND VA.

B.S. Mass Communications
2015 - 2019

B.S. SOCIOLOGY
2015 - 2019

SKILLS

- Microsoft Office Suite
- Google Workspace (G) Suite
- Google Analytics, My Business, Ads
- SEO, PPC, CPC
- Canva & Adobe Creative Suite
- Social Media Marketing Management
- Sprout Social
- Paid Ads Across Social Platforms
- Wix, SquareSpace, WordPress, Shopify

ACCOMPLISHMENTS

Google Analytics Certification
2021

Latin Honors: Cum Laude
2019

Faculty Award: Strategic Advertising
2019

ASK ME ABOUT...

- My photo with my cat with 5 million views
- My houseplant collection
- My other freelance work
- My interest in politics

SOCIAL & DIGITAL MARKETING COORDINATOR

STELAPOP | 2021 - CURRENT

- Manage social media presence for agency and 12-15 brands, spanning 4 platforms.
- Create monthly social media content calendars, develop copy, and design social graphics.
- Concept and develop advertising and creative marketing materials for client promotion.
- Collaborate directly with team to strategize, create, and execute successful digital campaigns.
- Concepted and designed graphics for marketing and promotional materials.

GRAPHIC DESIGNER

GOOD JUU JUU | 2021 - 2022 | FREELANCE

- Designed creative, informational, and engaging graphic content following brand guidelines for Client's social media, online store, and email marketing campaigns.
- Created marketing decks for prospective brand collaborations and media promotions.
- Produced company catalog for prospective wholesale markets.
- Designed new product packaging and deliverables

DIGITAL MEDIA COORDINATOR

OCTAGON | 2021 - 2021 | CONTRACT

- Prepared promotional pitch decks for celebrity clients and presented to partners for tv networks (*Discovery Channel, Travel Channel, and CBS Sports*).
- Organized and collaborate with media influencers to promote products and brands.
- Implemented social media content strategies, design, and digital campaigns to increase clients' social media following and engagement.
- Created, promoted, and managed clients' eCommerce websites.
- Designed graphics for clients' apparel, limited edition items, and branding for their new podcast.
- Managed and analyzed various social media channels, in line with the content calendar.
- Defended client reputations and brands through Public Relations strategies.

BRAND & DIGITAL MARKETING MANAGER

SWEETIE BOY REPAIR & DELIVERS | 2020-2021

- Designed and managed all branded assets, including websites, vehicles, billboards, flyers, social media, video content, and other marketing materials.
- Developed and distributed marketing campaigns to capture targeted consumer audiences.
- Attracted investors to finance in business through informative and engaging pitch decks.
- Led marketing campaigns to increase company-community engagement.
- Organized a charity event with 100+ attendees through digital marketing strategies, raising over \$5,000 for three local non-profits.
- Increased earnings by 75% through SEO and targeted Google ads, becoming the number one search result for surpassing competitors.

DIGITAL MARKETING SPECIALIST

BROAD STREET VETERINARY HOSPITAL 2017-2020

- Established social channels and created content for various social platforms.
- Increased engagement across social media platforms by 45%.
- Redesigned company website with updated information and features.
- Managed and updated client accounts, paperwork, and schedules.

RECENT FREELANCE WORK

NORTH AMERICAN TRACK AND FIELD LEAGUE | 2021

- Designed the NATFL logo and three of their national track and field teams.

SOPHROSZYNE COUNSELING SERVICES LLC | 2021

- Designed brand logo and website.
- Utilized SEO tactics to ensure visibility in related search results.

SIGNAL ONE SECURITY | 2021

- Redesigned company website to include new information, simple UI, and mobile-friendly UX.