



# 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
- Sprout Social
- Basecamp
- 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 Recognition Award  
for 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 StellaPop's social media presence and its respective 12-15 brands, spanning 4 platforms.
- Analyze and monitor social accounts for data analysis and increasing audience engagement.
- Create monthly social media content calendars, develop copy, and design social graphics.
- Brainstorm concepts and develop creative marketing materials for client promotion.
- Actively collaborates with the creative team to strategize and execute successful digital marketing campaigns.

## GRAPHIC DESIGNER

GOOD JUU JUU | 2021 - 2022 | FREELANCE

- Designed creative and engaging graphic content for the client's social media presence, online store, and marketing campaigns.
- Created marketing decks for prospective brand collaborations, media promotions, and a company catalog for prospective wholesale markets.
- Concepted and designed new product packaging and deliverables for a fresh re-brand.

## DIGITAL MEDIA COORDINATOR

OCTAGON | 2021 - 2021 | CONTRACT

- Prepared promotional pitch decks and marketing materials for celebrity clients to be presented to representatives from major tv networks (Golf Channel, Discovery Channel, Travel Channel, and CBS Sports).
- Organized and lead media influencers to promote brands and products.
- Implemented social media content strategies, and digital campaigns to increase my client's social media engagement.
- Promoted clients' eCommerce websites and designed graphics for upcoming podcasts.
- Managed various social media channels while monitoring client reputations through public relations strategies.

## BRAND & DIGITAL MARKETING MANAGER

SWEETIE BOY REPAIR & DELIVERS | 2020-2021

- Designed and managed branded assets, including websites, vehicles, billboards, flyers, social media, and video content.
- Developed and distributed marketing campaigns to capture targeted consumer audiences.
- Attracted stakeholders to invest in the company through informative and engaging pitch decks.
- Led marketing campaigns to increase company-community engagement.
- Solely organized a charity event with over 100+ attendees raising over \$5,000 for three local non-profits by creating an original digital marketing campaign.
- Increased earnings by 75% through SEO and targeted Google ads, becoming the number one search result in Richmond for auto-repair.

## DIGITAL MARKETING SPECIALIST

BROAD STREET VETERINARY HOSPITAL 2017-2020

- Established additional 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.

SOPHROSYNE 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.