

CHRIS MOSES

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MARKETING AND WEB STRATEGIST Graphic Design | Web Design | Brand Development

Multi-lingual graphic design specialist with expertise in marketing and social branding having worked in the non-profit, retail, and technology industries. A creative and conceptual strategist always coming up with unique ideas to tackle complex issues. Marketing background enables a deep understanding of projects allowing for innovative concepts in order to drive brand awareness. Technical expertise in Adobe Suite, Photoshop, Illustrator, XD, Yoast, WooCommerce, Hootsuite, HubSpot, WordPress, and Final Cut Pro.

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|---------------------------------------|---|--------------------------------------|
| <input type="checkbox"/> Social Media | <input type="checkbox"/> CSS / HTML | <input type="checkbox"/> WordPress |
| <input type="checkbox"/> Advertising | <input type="checkbox"/> Database Managem | <input type="checkbox"/> Non-Profits |
| <input type="checkbox"/> Adobe Suite | <input type="checkbox"/> WooCommerce | <input type="checkbox"/> E-Commerce |

PROFESSIONAL EXPERIENCE

SAVVY OUTSOURCING and Chrisism, Ink, Jacksonville, FL

2019 to 2020

Graphic Designer

Contract work developing website mockups for landing pages using Wordpress, WooCommerce, and Shopify. Optimize design and keyword usage for maximum search impact. Organize and develop social media campaigns and tradeshow banners for clients. Graphic Design services include brand guidance along with print and digital design for businesses and promotional needs.

CLAY COUNTY CHAMBER OF COMMERCE, Fleming Island, FL

2018 to 2019

Marketing and Communications Coordinator

Manage all aspects of print, digital, and social media marketing and advertising on behalf of the Chamber of Commerce.

Key Achievements:

- Increased social media presence increasing post reach within the first month by 144% on Facebook.
- Leveraged Constant Contact and HubSpot to increase email engagement of membership.
- Created Chamber's website elements, including banner ads and content enabling greater visibility to visitors of 83%
- Stepped in to take on the role of event manager for the Chamber's annual golf tournament after the staff member resigned; organized a team and assigned out duties to ensure a successful event.
- Recommended by the Board of Directors to be a member of the Historical Board of Clay County.

ULTIMATE SURVIVAL TECHNOLOGIES, Jacksonville, FL

2016 to 2018

Digital Content and Social Media Producer

Maintained the company's voice through copywriting and creative development of graphic material for social media outlets, customer interactions, and video interviews. Developed content for the website, including instructional videos specific to individual products. Oversaw an annual marketing budget.

Key Achievements:

- Increased customer engagement on social media through a diverse strategy, including two contest campaigns.
- Expanded #GearMeOut weekly Twitter chats to all social media mediums, designed to engage customers in outdoor-related topics.
- Cultivated a diverse team of social media brand ambassadors and then leveraged these ambassadors for product testing and to increase the company's social media presence.
- Optimized e-commerce experience for customers by streamlining inventory management, thereby improving the accuracy of the inventory shown on the company's website.

UNITED WAY OF NORTHEAST FLORIDA, Jacksonville, FL

2016 to 2016

Graphic Designer

Part-time role responsible for creating various publications, including invitations, event signage and awards. Coordinated with the web content staff on the creation of social media content.

Key Achievements:

- Assisted with the rebranding of the local United Way's website. Designed headers in advertising and social media posts.
- Recognized by superiors within organization for creativity in the execution of Annual Donation Reports for investors designed in Adobe Indesign and Illustrator and 'Your Moment' and 'Up Stream' Campaigns.

REVERE SURVIVAL PRODUCTS, Jacksonville, FL

2015 to 2016

Graphic Designer Marketing Assistant

Designed and produced a variety of print materials, including recreational and commercial catalogs and brochures. Oversaw production of trade show exhibitions, including point-of-sale graphics and banners. Aided in ensuring smooth trade show logistics, including the shipping and delivery of exhibition materials, booth layout, and assembly.

Revere Key Achievements:

- Designed a catalog from scratch in the first 4 months in Adobe Indesign including copy and product photography.
- Rendered images of not-yet-finalized products to utilize in sales materials in order to ensure marketing deadlines were met.

SAHARA SMOKE, Statesboro, GA

2013 to 2015

Graphic Designer

Created virtual marketing campaigns for social media and the company's web presence along with associated print collateral. Developed print materials for international publications and trade show booths. Designed point of sale advertising and packaging campaigns. Crafted multimedia content, including video blogs. Oversaw a social media team of 4.

Key Achievements:

- Generated the company's first-ever invitation to a retail trade show in a time where the hookah industry was not a commonly accepted retail trade show participant.
- Redesigned the company's advertising materials to pivot away from a male-oriented design style to one that appeals to both sexes.
- Executed a digital media campaign to re-establish the company's reputation following a series of product quality issues.
- Developed a brand and design style that is still in use by the company today.

Additional experience in digital editing, production art, and administration at Fanatics and US Department of Homeland Security

EDUCATION

Masters of Fine Art

Georgia Southern University, Statesboro, GA, 2017

Bachelor of Fine Art, Graphic Design

Georgia Southern University, Statesboro, GA, 2012

CERTIFICATIONS

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| <input type="checkbox"/> HubSpot Sales Software | <input type="checkbox"/> HubSpot Email Marketing | <input type="checkbox"/> TEFL Certified |
| <input checked="" type="checkbox"/> HubSpot Inbound Marketing | <input checked="" type="checkbox"/> HubSpot Content Marketing | |

LANGUAGES

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|---|--|--|
| <input type="checkbox"/> Fluent - German, English | <input type="checkbox"/> Novice - French | <input type="checkbox"/> Studied - Chinese, Arabic |
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