



 (703) 677-0725

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 AlmaCreative.com

ALMA MORALES

CREATIVE LEADER IN DIGITAL & PRINT DESIGN LOCATED IN WASHINGTON, DC

EXPERIENCE

TRAVEL LEADERS NETWORK

Graphic Design Manager / Sept 2014 - Present

- Conceptualized and developed exclusive marketing campaign proposals and deliverables for high profile clients resulting in over \$4 million in marketing revenue
- Led, trained and mentored both new and experienced designers in basic HTML/CSS coding, Wordpress and print design
- Frequently multi-tasked and collaborated with team of designers, copywriters, developers and marketing strategists to create and deliver high quality multi-brand products within tight schedules and deadlines
- Wireframed, prototyped, and led the development of over eight partner and supplier websites with interactive elements supporting user generated content
- Created, coded, and re-designed B2B and B2C responsive email templates using CSS.HTML reaching over 100,000 consumers/businesses daily
- Coordinated and executed HTML/CSS design classes to print designers unfamiliar with digital design which enhanced production and efficiency within the Creative Studio
- Worked closely with one of the company's most lucrative partner to completely revamp its digital space resulting in a distinguished silver Travvy Award for Best Host Agency Website

CONQUER SCIENTIFIC

Graphic Designer / Apr 2013 - May 2014

- Directly supervised and trained graphic designers in creating promotional emails, displays and marketing items such as brochures and social media ads
- Prepare/designed conference display layouts such as backdrops and informational takeaways for potential clients
- Photographed products to advertise onto the company's website, eBay and LabX utilizing WordPress, HTML/CSS, and Photoshop
- Developed and managed a brand for a newly established subsidiary company named Chromatography Parts which included brand design such as logo, website, and marketing ads for ebay and LabX

TRAVIS MANION FOUNDATION

Graphic Designer Intern / Jan 2013 - May 2013

- Create marketing and informational materials highlighting TMF programs and impact through the company's website, print/ad materials and social media
- Construct concept and design mailers, newsletters, event materials and briefs to be distributed to supporters, donors, key international actors, NGOs and government officials
- Co-manage brand development\management, print, and web based design Work with Personal Branding company DYME Branding and Vapor Studio Creative Agency on branding and agency work such as: Development and creation of smart, strategic, conceptual ideas across all platforms including brand identity, print and digital

UNITED STATES MARINE CORPS

Office Manager (Sergeant) /Oct 2005 - Oct 2009

- Produced and supervised the submission of daily accountability reports for 15,000 Marines.
- Created and managed the submission of over 200 Personnel Casualty Reports and Serious Incident Reports to include verifying correct data
- Maintained and updated files, inventory, mail, and database systems
- Created a database that processed and tracked administrative correspondence and requests, increasing productivity by 55 percent. Initiated and briefed daily administrative briefs detailing the activity of over 4,000 Marines while deployed to Iraq

SKILLS

DESIGN

- Photoshop
- InDesign
- Dreamweaver
- Illustrator
- Typography

TECHNICAL

- Responsive Design
- HTML / CSS
- WordPress
- Ceros
- Watson (Silverpop)

PROCESS

- Sketching
- Storyboarding
- Wireframing
- Prototyping

LANGUAGES

- Spanish
- English

EDUCATION

UNIVERSITY OF PHOENIX

*MBA - Emphasis in Marketing
2015 · GPA: 3.19*

SAN DIEGO STATE UNIVERSITY

*BA - Applied Arts and Science
Art Major: Emphasis in Multimedia
2012 · GPA: 3.43*

CONNECT

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