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AUSTIN MORALES

CREATIVE & STRATEGIC DIGITAL MARKETING SPECIALIST

EDUCATION

VIRGINIA COMMONWEALTH UNIVERSITY
RICHMOND VA.

B.S. MASS COMMUNICATIONS
2015 - 2019

B.S. SOCIOLOGY
2015 - 2019

ACCOMPLISHMENTS

GOOGLE ANALYTICS CERTIFICATION
2021

LATIN HONORS: CUM LAUDE
2019

FACULTY AWARD: STRATEGIC ADVERTISING
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
- Paid Ads Across Social Platforms
- Wix, SquareSpace, WordPress, Shopify

ASK ME ABOUT

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

WORK EXPERIENCE | 2020 - PRESENT

LT DIGITAL MEDIA COORDINATOR

OCTAGON | 2021 - CURRENT

- Prepare promotional pitch decks for multiple clients and present to partners for major tv networks (Discovery Channel®, Travel Channel®, and CBS Sports®).
- Organize and collaborate with other media influencers to promote products and brands.
- Implement social media content strategies and digital campaigns to increase clients' social media following and engagement.
- Create, promote, and manage clients' eCommerce websites to celebrate the anniversary of major professional wins.
- Design graphics for clients' apparel, limited edition items, and branding for their new podcast.
- Manage and analyze various social media channels, according to a content calendar (Facebook®, Twitter®, Instagram®, YouTube®).
- Defend client reputations and brands through Public Relations strategies.

GRAPHIC DESIGNER

GOOD JUU JUU | 2021 - CURRENT

- Design creative, informational, and engaging graphic content for social media, online store, and email marketing campaigns following brand guidelines.
- Create marketing decks for prospective brand collaborations and media promotions.
- Produce company catalog for prospective wholesale markets.

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 various 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 through the efforts of Adopt a Highway, Adopt a Spot.
- Organized a charity cruise with 100+ attendees through digital marketing strategies, ultimately raising over \$5,000 for three local non-profits.
- Increasing 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 to increase B2C relationships (Facebook® & Instagram®).
- Increased engagement across social media platforms by 45%.
- Redesigned company website with updated information and features.
- Created content calendars and expanded the business's social media accounts, growing clientele, and customer relationships and engagement.
- 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.