

Marshall Moses

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Seattle, Washington

I am a creative fluent in graphic design,
traditional and web advertising,
branding and more.

Education

Bachelor's of Fine Arts, Graphic Design
Oregon State University, 2016
College of Business

Experience

Graphic & Web Designer Lithia Motors Inc.
August 2016 - Present

Developed advertising campaigns for up to 14 automotive stores monthly, including Email Systems, Online Display, Landing Page Design and more.

Managed time, vendors, and production for all marketing materials.

Provided consistent branding within manufacturer specified guidelines for Acura, Honda, Hyundai, Kia, Mercedes-Benz, Nissan, Smart and Toyota.

Communicated consistently with General & Sales Managers across the United States to provide unique and engaging B2C marketing to increase sales.

Applied market research to increase digital marketing campaign reach.

Created internal corporate marketing collateral for four large automotive groups in a 10,000+ employee company.

Freelance Creative Mamocreative
June 2016 - Present

Work varies in intensity and craft, including but not limited to: photography, graphic design, print design, web and social media advertising.

Skills

Proficient in

Adobe Creative Cloud (Photoshop, Illustrator, InDesign), Microsoft Office, Sketch, Flinto, Social Media and Web Advertising, Ideation and Visualization, Market Research, Typography, Layout, Web Design, Graphic Design, UX Design, Data Visualization, Design Strategy, Color Theory, Photography and Photo Retouching.

Experience in

Blender, Cinema 4D, After Effects, XD, Premiere Pro, HTML5, CSS.

Graphic Designer OSU Sustainability Office
December 2013 - August 2016

Created and revised highly engaging multimedia marketing focused toward student, faculty, and community involvement in sustainability practices at Oregon State University.

Complied with the University brand guidelines and communicated with internal marketing teams to stay up-to-date on marketing concepts and strategies.

Maintained a cross-platform social media presence, curated blog posts, and worked with a team to maintain a consistent and enthusiastic brand voice and presence while presenting at community outreach events.

Graphic Designer OSU Transportation Services
May 2014 - August 2016

Created all print and web marketing materials for the department within Oregon State University branding guidelines.

Partnered with 3 departments to increase sustainable transportation usage, and safety awareness on campus.

Practiced excellent time management splitting time between classes and also working at the OSU Sustainability Office.