

I'm a designer fluent in visual design, effective advertising, branding & Illustration.

I am

Marshall Moses
Graphic Designer
Seattle

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Experience

Lithia Motors Inc.
Graphic & Web Designer

Aug. 2016 - 2018 (present)

Developed advertising campaigns for up to 14 automotive retailers monthly and took on additional projects as our team size fluctuated. Campaigns included fast-paced deadlines on website graphics, external web advertising, social media campaigns, POP kits, HTML email templates with custom variable inputs, and print based designs. I provided consistent branding within manufacturer specified guidelines for Acura, Honda, Hyundai, Kia, Mercedes-Benz, Nissan, Smart and Toyota.

I created internal and external marketing materials for internal departments, and 4 automotive groups under the Lithia Motors umbrella including: DCH Auto Group, Baierl Auto Group, DTLA Auto Group, & Carbone Auto Group.

Communicated consistently with General & Sales Managers across the United States to provide unique and engaging materials specific to their customers. Performed and applied analytic market research to increase email click through rates by 72% across brands. Self-directed and motivated in low supervision environments, performed all job duties on deadline while working remotely.

Oregon State University -
Sustainability Office
Graphic Designer

Dec. 2013 - Aug. 2016

Created and revised highly engaging multimedia projects focused toward student, faculty, and community involvement in sustainability practices at Oregon State University. Complied with the University stated brand guidelines and communicated at meetings 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.

Oregon State University -
Transportation Services
Graphic Designer

May 2014 - Aug. 2016

Partnered with 3 departments to increase sustainable transportation usage by 9% within the campus community. Campaigns included print design, and social media to encourage direct actions within the community such as encouraging bicycle safety, pedestrian safety, and public transportation use. This work included upholding the University's technical brand standards and building a unique brand presence for our department, attention to detail was key to succeed in this task.

My time during this period was balanced between the Sustainability Office, and Transportation Services which helped develop a proven sense of time management.

Education

Bachelor's of Fine Arts | Graphic Design
Oregon State University | Corvallis, Oregon
Graduating Class of 2016

High School Diploma
South Medford High School | Medford, Oregon
Graduating Class of 2011

Skills & Assets

Adobe Creative Suite

Developing, Understanding &
Applying Highly Technical
Brand Strategies

Ideation & Visualization

Complex Problem Solving

Implementing Market Research
in Customer-Centric Design

3D Design & Renderings

Time Management &
Managing Multiple Projects

Creating Social Media &
Web Advertising

Curiosity & Passion for
Understanding Human
Interactions with Design

Front End Web Design

Deadline driven, & Performs
Well in Fast-Paced
Environments

Highly Motivated to Ensure
Best Practices are Used to
Save Time & Resources

References available
upon request.