



## about me



SENIOR CREATIVE & WEB DESIGNER WITH 14+ YEARS' EXPERIENCE ACROSS BRAND, DIGITAL DESIGN, AND MARKETING. I TRANSLATE STRATEGY INTO SCALABLE SITES, SYSTEMS, AND CAMPAIGNS. DESIGNING SINCE 2007, I NOW OWN WEB + CREATIVE TO MOVE METRICS, NOT JUST MAKE THINGS PRETTY.

## tech. skills



### design tools

Adobe Illustrator - Photoshop - InDesign - AfterEffects - Figma - ProCreate

### dev tools

WordPress - GitHub - VS Code - CSS - HTML5 - JS - cPanel - LiquidWeb - Bootstrap - Scrum

### marketing tools

Asana - Google Analytics - Semrush - DocuMatix - Marqui -

### education

Georgia Gwinnett College 2012-2013  
Udemy - Various Web courses  
Google Coursera - UX/UI 2023  
App Brewery - Web Dev Bootcamp 2024

## yoga

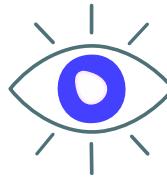


PERFORMANCE POWER YOGA  
ADMIN/DESK ASSOCIATE  
CHALKBOARD ARTIST  
WEEKEND/PART TIME  
FEBRUARY 2024-PRESENT

Abundantly grateful to be part of and serving the yoga community.



# denisa moraru



Senior Brand & Web Designer  
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## experience

### CREDIT UNION OF GEORGIA

KENNESAW, GA

AUGUST 2024 - AUGUST 2025

#### MARKETING SPECIALIST (WEB & CREATIVE)

Owned full website management after agency transition, including WordPress

- + updates, PHP upgrades, plugin integration (ACF, Solid Security, Mailgun, dark mode, etc.), and staging/live site oversight—ensuring site stability and security with zero downtime during migration.

Led UX and performance improvements, optimizing site speed, media library,

- + and accessibility, while implementing SEO best practices with SEMrush and analytics platforms.

Managed Google Analytics (GA4), reporting on KPIs such as sessions,

- + conversions, and engagement; provided actionable insights to guide marketing and creative strategy.

Created and maintained brand/creative assets, including updated brand and style

- + guide, campaign collateral, and foundation design elements; ensured consistency across digital and print channels.

Partnered cross-functionally with leadership to align digital strategy with

- + marketing goals, including content audits, SEO strategy, and analytics-driven creative decisions.

Positioned as future Creative/Brand Director candidate by developing a 2025

- + holistic website management plan, covering UX, optimization, ADA compliance, security, and brand governance milestones.

### BLUE SKY EXP

ATLANTA, GA

AUGUST/JUNE 2022 - AUGUST 2023

#### GRAPHICS MANAGER

- + Oversee all aspects of graphic design and visual communication for tradeshow and exhibition projects.

- + Lead a team of graphic designers, providing guidance, feedback, and mentoring to ensure the delivery of high-quality designs.

- + Collaborate with cross-functional teams, including marketing, sales, and production, to understand project requirements and objectives.

- + Develop creative concepts, themes, and designs that align with the clients' brand identities and goals.

- + Manage the production process, coordinating with printers, vendors, and external agencies to ensure timely and accurate delivery of graphics.

### CHRRYBMB CREATIVE STUDIO

ATLANTA, GA

AUGUST 2020-PRESENT

#### CREATIVE DIRECTOR

- + Collaborated with a diverse range of clients, including startups, small businesses, and individual entrepreneurs, to understand their design needs and deliver tailored creative solutions.

- + Developed impactful brand identities, including logos, color schemes, typography, and brand guidelines, to establish a strong visual presence for clients across various industries.

- + Created compelling marketing collateral, such as brochures, flyers, posters, and social media graphics, to support client's promotional campaigns and effectively communicate their messages.

- + Conducted thorough research and analysis of target audiences, market trends, and competitors to inform design decisions and ensure designs aligned with client's business goals.

- + Actively communicated with clients throughout the design process, seeking feedback and incorporating revisions to ensure client satisfaction and project success.



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## experience continued

**NICHE DIGITAL BRANDS**  
**NORCROSS, GA**  
**JUNE 2021 - JULY 2022**

### PRINT DESIGNER

Conceptualize and design print and digital marketing materials, including belt designs, apple watch designs, brochures, flyers, posters, banners, social media graphics, and email campaigns.

+ Collaborate with marketing teams to understand project requirements and develop creative strategies that align with branding guidelines and marketing objectives.

+ Create and present design concepts and mock-ups to clients, incorporating feedback and revisions as necessary.

+ Work closely with printers and vendors to ensure accurate and high-quality production of printed materials.

+ Maintain a strong attention to detail, conducting quality checks on final designs to ensure brand consistency and visual appeal.

**HEXIS AMERICAS**  
**LAWRENCEVILLE, GA**  
**JULY 2020 - JANUARY 2021**

### GRAPHICS & MARKETING MANAGER

Conceptualize and create visually appealing designs for various marketing materials, including digital ads, social media graphics, website visuals, print collateral, and trade show displays.

+ Develop and execute comprehensive marketing strategies and campaigns, integrating visual design elements to drive brand awareness and customer engagement.

+ Ensure consistent branding and messaging across all marketing channels and touchpoints.

+ Manage external vendors and agencies to ensure the timely delivery of high-quality design assets and materials.

**RECREATION ROOM MASTERS/GAMEROOM GRAPHICS**  
**LAWRENCEVILLE, GA**  
**JANUARY 2015 - FEBRUARY 2020**

### PRINT & DESIGN MANAGER

+ Oversee all aspects of large format printing, including project planning, materials selection, vendor coordination, and quality control.

+ Designed and produced bespoke arcade artwork based on client requirements, delivering high-impact visuals that enhanced customer engagement.

+ Developed impactful brand identities, including logos, color schemes, typography, and brand guidelines, to establish a strong visual presence for clients across various industries.

+ Managed administrative office duties including customer service and technical support calls, as well as assisting with payroll and daily operations.

+ Actively communicated with clients throughout the design process, seeking feedback and incorporating revisions to ensure client satisfaction and project success.