



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

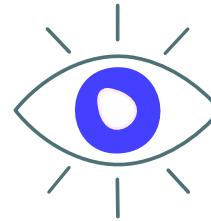
Abundantly grateful to be part of and serving the yoga community.



DENISA MORARU

SENIOR CREATIVE/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.

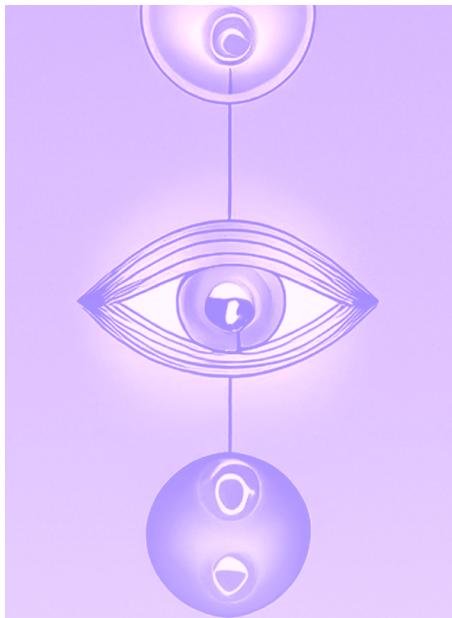
Created compelling marketing collateral, such as brochures, flyers, posters, and social media graphics, to support client's promotional campaigns and effectively communicate their messages.

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.

DENISA MORARU

SENIOR CREATIVE/WEB DESIGNER



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 OWNERS/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.