

Kevin Morales

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<http://moralesdzines.com>

Experience

Code Red Safety

Hammond, IN

February 2012-

- + Design and develop multiple responsive websites with all web assets and content.
- + Create social media presence and following for marketing and content distribution.
- + Create graphics for print and web based content.
- + Manage SEO through Google Analytics, Webmaster Tools, and MOZ.
- + Travel on location throughout the country to Produce, Film, and Edit content videos, photographs, headshots, and interviews for the Industry.
- + Create & Manage Ecommerce site which grossed \$218,675 in one month.
- + Developed mobile form to assist Sales to schedule jobs in the field.

BMG Models and Talent

Chicago, IL

June 2011- Dec 2011

- + Created graphics and newspaper ads for modeling shoots and castings for the modeling major markets.
- + Designed printed model competition cards with each models best shots for distribution that would determine modeling jobs.
- + Retouched .RAW files straight out of the camera using Camera Raw & Photoshop with quick production for time sensitive projects based for ad campaigns, model portfolios, and competition cards every day.
- + Maintained the company's image database with thousands of models each of which had hundreds of photos.
- + Organized models photo packets from each shot for distribution to ad agencies.
- + Created, Organized, and maintained web pages for company website using HTML, CSS, and their personal CMS.

Software

- + Photoshop | Illustrator | After Effects | Camera Raw |

Front-End Stack

- + HTML5 | CSS3 | Bootstrap | Sass | Javascript | JQuery | Wordpress | Woocommerce

Concepts

- + Wireframing | Responsive Web Design | Information Architecture | UI Design | Photography | Post-Production | Web Performance Optimization |

Marketing

- + Google Analytics | Webmaster Tools | SEO Strategy | Keyword Research | Content Strategy | Site Speed Optimization | CMS | B2B Strategy |

Education

Purdue University – West Lafayette, IN

BS, Computer Graphics Technology

2007-2011