

# Graciano Mora

West Palm Beach, Florida 33401 - (C) 561-229-5995 - [gracianomora.resume@gmail.com](mailto:gracianomora.resume@gmail.com)

## Professional Summary

### Graphic Designer

Deadline-driven Graphic Designer focused on overseeing projects from concept through final delivery. Successfully creates brand messages, strategies and key graphic productions. Resourceful and hardworking with vendor sourcing expertise and empowering leadership skills illustrated over 15 years of industry success.

### Photographer

Creative Photographer offering expertise in sales and marketing, product promotion, administrative processes and project management. Delivering outstanding skills in portrait, event, landscape and product photography. Collaborating with decision-makers at all organizational levels. Experience in location shoots, print house operations, studio set-up and equipment requirements.

### Videographer

Skilled Videographer with 10 years of experience. Sets up and operates Nikon, Sony, Cannon, edits final videos and adds effects. Well-organized with disciplined approach and good time management skills. Enthusiastic about developing and realizing cohesive vision with each project.

## Skills Higtligths

- Project Management
- Adobe Creative Suite
- Problem resolution
- Business operations
- Supervision
- MS Office
- Project organization
- Branding strategies
- Logo design
- PC and Mac platforms
- Visual design
- Production layouts
- Digital imagery
- Corporate Graphic Design
- Social Media Management
- Wordpress
- Bitly - Addthis
- Hotsuite - Pipeline - Automational - Constant Contact
- Digital design
- Image Manipulation
- Website graphics
- Photography Composition
- Advertising understanding

## Work History

### Graphic Designer and Production Manager, 01-2020 to 07-2020

WRAPMYFLOOR.com - Boca Raton, Florida

- Developed creative design for marketing packages, including print materials, brochures, banners and signs.
- Developed collateral such as display, marketing and packaging materials to support product branding strategies.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Demonstrated ability to take on various roles including graphics assistant and graphics specialist to provide range across projects.
- Created digital image files for use in digital and traditional printing methods.
- Designed graphics for websites, logos and promotions for marketing purposes.
- Designed website layouts, templates and unique branded looks.

### Creative Director, Graphic Designer 06-2015 to 12-2019

- Fotoboyz Events - Boynton Beach , Florida
  - Created a new look of the organization's online presence.
  - Creation of a Bran New Corporate Image, Logos, templates, business cards, etc.
  - Developed templates for e-newsletters, presentations and reports.
- Determined styles, size and arrangement of illustrations and graphics.
- Designed web pages, graphic elements and infographics for email newsletters.

## Education

### Bachelor of Arts, Graphic Designer, 08-2006

Instituto Monsenor de Talavera, Caracas, Venezuela

## Accomplishments

- Resolved product issue through consumer testing.
- Supervised team of 7 staff members.
- Collaborated with team of 7 in the development of CORPOELEC NEW BRANDING.
- Documented and resolved image processing which led to best quality photos with less weight for Fotoboyz Events
- Used Microsoft Excel to develop inventory tracking spreadsheets.
- Created the Fotoboyz WEBSITE, News Blogs daily events and photography newsletter.
- Awarded the Best Food Photographer for The food Institute
- Creation of the Magazine CORPOELEC informa
- New and Branding for FOTOBOYZ events
- Increased social media presence by creating content for Fotoboyz Events, WrapMyfloor, CORPOELEC and CBS Telecomunicaciones
- Duplicate sales and event booking trough social media targeting for WRAPMYFLOOR and FOTOBOYZ
- Logo Refreshing and New Branding for a Biggest Energy company in Venezuela
- Production and creation of Video Advertising and Documentaries