

Gerardo M. Morales

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SUMMARY OF QUALIFICATIONS:

- Creative design professional with solid marketing and advertising experience
- Proven graphic design skills:
 - POP/POS initiatives,
 - Tradeshows design,
 - Direct mail and print media
- Efficient project manager
- Identifies, manages and meets needs
- Strong organizational skills
- Adept at building relationships at all levels
- Effective communicator
- Resourceful problem solver who works well under pressure
- Enjoys challenges - seeks opportunities to improve and learn new skills
- Excellent client service provider

PROFESSIONAL EXPERIENCE:

Veterans' Solutions, Osseo, MN (non-profit)

2010 – Present

Marketing Operations

- Provide marketing direction; develop brand identity, guidelines and web presence.
- Creative principal for all marketing collateral materials and public relations opportunities.
- Meet regularly with board regarding marketing efforts. Manage marketing and communications budget.
- Develop marketing and public relations opportunities for new programs; pursue grants and donations. Manage processes and policies in support of mission - information flow.
- Oversee communications and brand conformity; provide direction and training to organization personnel regarding guidelines for correspondence, materials and services.
- Coordinate with department heads in the execution of marketing initiatives to meet organization goals.
- Manage marketing and public relations opportunities for new programs.

UNITRON – Plymouth, MN

1998 – 2010

Graphic Designer/Marketing Communications

- Produce compelling marketing & advertising materials; including outdoor print, newspaper ads, direct mail, product packaging, POP/POS, public relations, trade show materials and other promotional opportunities.
- Partner with department managers and agencies; work directly with clients or their representatives.
- Coordinate and manage graphic projects from concept to completion. Achieved quality, on time, on budget delivery of materials through careful analysis of marketing objectives.
- Creative liaison; serve as conduit for external suppliers and vendors, including ad agencies, exhibit companies, photo/videographers, designers, marketing/PR offices, design and print/social media resources.
- Oversee communications conformity to prescribed brand identity guidelines; art direction.
- Key contributor in the development of nationwide promotional programs; providing creative initiatives.
- Implemented and developed fair pricing practices through bid tracking, negotiating cost-effective production and establishing solid vendor relations.

IMPRESS (CopyMax) – Division of OfficeMax – Edina, MN

1996 – 1998

Desktop Publisher

- Successfully increased new and returning business; resulting from providing excellent marketing and advertising consulting services and delivering comprehensive solutions to meet customer objectives.
- Lead other design team members in the interpretation and execution of client projects; such as design, create or manipulate customer logos, brochures, fliers and other materials.
- Successfully managed and maintained in-store computer equipment, software and peripherals; accomplished updates, provided training of new employees; responsible for technical support.
- Proficiently estimated, quoted, scheduled and managed client projects; from concept to completion.
- Coordinated client projects working closely with internal staff on the creation of advertising, direct mail, forms, catalogs, and promotional items.

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Metropolitan Visiting Nurse Association – Minneapolis, MN

1993 – 1996

Network Administrator: 1995 – 1996

- Successfully administered agency network and PC's to ensure continued performance.
- Maintained inventory controls of IT and computer related equipment and software.
- Facilitated network computer training and served as technical support to system users.
- Provided network security and overseen system protocol procedures.
- Worked with agency staff in the creation and editing of marketing materials.

Account Clerk II/MIS Backup: 1993 – 1995

- Manage accounts for block nurse programs; Handled the complete accounting cycle, including opening, posting entries and closing of accounts and preparation of various accounting reports.
- Introduced processes that streamlined billing cycle from a 4 week process down to 1 week; which facilitated the time to take on and handle the MIS backup duties.
- Handled accounts receivable; exceeding expectations.
- Prepared sales invoice and various service related invoices.

MILITARY SERVICE

Recruiter/Operations Manager
Public Relations/Budget Officer
Battalion Administrative Chief

Personnel Chief
Data Analyst
Records/Orders Clerk

EDUCATION & TRAINING:

Hennepin Technical College, Brooklyn Park, MN

Graphic Design/Web Emphasis (AAS) (3 full semesters)

Current Student

Purdue TAP Green Enterprise Development Program, Blue/Green Alliance Foundation

(Nov, 2010)

OSHA-10, Tony Mazzocchi Center

(Nov, 2010)

Hennepin Technical College, Brooklyn Park/Eden Prairie, MN — Dean's list; 3.7 GPA overall

Electronic Publishing/Information Specialist – Graphic Design (2-year Degree)

(1996)

Color Correction Specialist/Printing Pre-press (2-year Degree)

(1997)

Marine Corps Institute, Washington, DC (MCI)

Business Administration, Postal Procedures, Effective Writing Techniques, Correspondence Procedures, How to Provide Excellent Customer Service, Personnel Management & Supervisory Course, Communications, Professional Selling Skills-3, Recruiters School

Computer Skills: Quark, Photoshop, Adobe Creative Suite 4 - 5.5, Illustrator, Flash, Indesign, Acrobat, Windows, Servers, MS-Office, Excel, Word, PowerPoint, Outlook, Proofing Systems. Dreamweaver, Fireworks, XHTML, CSS

Other: Forklift Certified - Sales & Recruiting, Most Office Equipment, Scanners, Digital Cameras, Offset Press, Drawing Mechanics, Business Marketing & Communications principals, Print Management, Color Theory, Photography/Art Direction, Knowledge of CMS & SEO.