

REBECA PEREZ MORALES

WORK EXPERIENCE

DIVINE PERSUASION STUDIO • GRAPHIC DESIGNER • 2020 - 2024

- Designed for 50+ churches and organizations on a rapid growth trajectory, helping them keep up with the demand of curating beautiful-engaging content in the digital age without compromising art quality
- Blended existing brand identity elements, such as typefaces, color palettes, and logos
- with detailed creative expression, setting a refreshed tone to the client's look and feel
- Created complete build outs through mood board presentation, feedback rounds, and set custom design deliverable packs

CHURCHLV • GRAPHIC DESIGNER / CREATIVE DIRECTOR • 2018 - 2021

- Primary Graphic Designer for 7 diverse departments. Completed projects to include: social media content for 7 accounts, printed books, pamphlets, postcards, business cards, merchandise, lanyards, brochures, signage, magazines, website graphics, LED screens, etc
- Creative Department Director: Managing and overseeing a team of 5 staff members and 4 interns including: vision casting meetings, creation of graphics, video, photo & social media
- Primary Creator of all ChurchLV brand identity including: colors, logos, typeface, copyrights, display of phrasing, screens, & vinyls
- Proactive in exploring competitive vendor pricing through professional correspondence via email and phone, while building and maintaining a positive and trusted relationship
- Created branding and themed designs for more than 8 annual church conferences, conventions, and events

LUCKY LITTLE CHAPEL • SM MARKETING & CONTENT CREATION • 2017-2018

- Produce social graphic designs for brand marketing purposes
- Actively engaged with all followers by responding, following, liking and hashtag
- Monitor social media on all platforms: Twitter, Instagram, & Facebook

WYNN LAS VEGAS • RETAIL PO CLERK • 2016-2017

- Operated under the direction of the retail buyer of designer shoes, clothes, & accessories
- Oversaw the merchandise process through from order entry to processing and distribution
- Communicated with vendors and buying team
- Reported weekly analytics: identified top sellers and placed reorders, identified under-performing styles and entered markdowns

BCBG MAXAZRIA GROUP • E-COMMERCE MERCHANDISING INTERN • 2013-2014

- Merchandised E-commerce: BCBG, BCBGEN, HERVE LEGER
- Held sample reviews with buyers
- Researched and developed marketing strategies
- Developed and implemented marketing tools such as online merchandising
- Managed the online sales platform
- Merchandising, styling, and communicating with online customers
- Worked with stylists, photographers, and image coordinators

Las Vegas, NV

CONTACT

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Skilled at approaching stressful situations with a level-head, empathy, keen self-awareness, & strong verbal + written communication

SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom
- Adobe InDesign
- Microsoft Office
- Bilingual
- Leadership Skills

EDUCATION

FIDM,
ASSOCIATES OF ARTS,
VISUAL COMMUNICATIONS
JUNE 2014