



SAM MOYER

Advertising and Graphic Designer

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267-733-8785

EDUCATION

BFA in Communication Design at Kutztown University
Concentration in Advertising and Graphic Design

ACADEMIC EXCELLENCE

Deans List 2013-2015

DESIGN EXPERIENCE

Freelance Graphic Designer Oct. 2015 - Present
Branding, Social Media Management & Web Assets

Printing Fly Lead Graphic Designer/Manager Oct. 2015 - Nov. 2017
Design responsibilities included managing invoices and project briefs, the creation of marketing assets for clients in various industries (stationery, packaging, brochures, trade show products, etc.), client meetings, paper recommendations, ensuring brand consistency on all package jobs, file setup & print production. Basic responsibilities included customer service, shop management, overseeing & mentoring other designers

Website Growth Oct. 2015 - Nov. 2017
Search Engine Optimization with keywords, website header creation, sizing of website elements, saving files for web, invoicing clients & advising designers w/ file prep

Designathon 2014, 2015 ; a 24 hr non-profit event
Responsible for concepting, sketching, visually interpreting ideas, and overseeing a team. Created logos and spot illustrations for Parkland and Exeter community libraries

Crayola Creative Intern Fall 2014
Responsible for development and design of advertisements, packaging, posters, a pin, holiday cards, kids monster cutouts, photography and illustrations

LA Photo Group Photographer Nov. 2015
Event Photography

WORK EXPERIENCE

Printing Fly Graphic Designer Oct. 2015 - Present
Landscaping- McDuna, Doylestown PA, 2012-2014
Child Care- Smith, Rocco, McCauley, 2006-2014
Pet Care- Smith, Keefer- 2006-2013
Soccer Trainer- Chris Freudig, Chalfont PA 2006-2012
Referee- CBAA Youth Soccer, Chalfont PA 2007-2010

SKILLS

Creative Adobe Suite proficiency, Microsoft Office Suite proficiency, web content design, email blasts, layout design, packaging design, marketing and print production, identity systems and branding, copywriting, excellent development skills, conceptual thinking, illustration and photography