

JOSEPH MORALES

NJ/NY Metropolitan Area
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SUMMARY

Communications specialist with expertise in strategy and storytelling. Committed to positive community impact. Adept at crafting narratives, building relationships, and solving problems. Seeking creative production role to apply military discipline, journalism, and creativity.

EDUCATION

Masters in Communication and Media , Oct. 2021 - Apr. 2024

Rutgers University, New Brunswick, NJ

Bachelor of Science in Business Admin., Marketing, minor: Radio-TV-Film, Aug. 2013 - May 2018

San Jose State University, San Jose, CA

PROFESSIONAL EXPERIENCE

Public Affairs Specialist - United States Air Force, Joint Base McGuire-Dix-Lakehurst, NJ

Oct. 2019 - Oct. 2023

- Managed multiple production projects to support leadership video updates, cross-functional team accomplishments and highlights, and promotions of major organization initiatives and events
- Collaborated with Boeing to produce news and video products for the launch of the next-gen KC-46 aircraft, including external distribution and live video
- Mentored 5 Airmen in effective public affairs communication techniques, crisis communications, and strategic messaging, leading to quality content production
- Developed and executed strategic communication plans that resulted in increased social media engagement by 200% over a 2 year period, reached an audience of 8K on FB, 10K on IG
- Fostered relationships with senior military leaders, government officials, and local civic leaders to identify opportunities for public affairs coverage
- Spearheaded innovation within photo studio by implementing a scheduling system, resulting in a 30% reduction in office workload while enhancing operational efficiency
- Conducted data collection, analysis, and insight reports presented to senior leadership, informing decision-making and strategy refinement
- Maintain and organized assets on installation's websites and asset management platforms
- Created press releases for critical crisis events and training events, including hurricane response, downed aircraft, and simulated pandemic

Multimedia Specialist Intern - Boston Scientific, Marlborough, MA

May 2023 - July 2023

- Contributed to in-house studio operations, managing audio/video for live seminars
- Led content creation and strategy for impactful in-person and hybrid engagement event
- Collaborated in establishing production workflows using Wrike project management
- Partnered closely with marketing/communications team to ensure brand consistency and effective program communications
- Directed the conceptualization and execution of a brand theme for a large-scale national sales conference

Operations Associate - Lyft, Oakland, CA

Oct. 2018 - Sept. 2019

- Spearheaded support location website development, streamlined customer onboarding and cut orientation time by 50%
- Solved 5-15+ Zendesk tickets weekly regarding client account issues, app issues, payment issues, and general support

Digital Marketing Apprentice - COOP, San Francisco, CA

Aug. 2018-Jan. 2019

- Collaborated with team members to solve client problem and create a tight-budget, high-quality campaign that resulted in 20% CTR
- Worked on a client project with a team of 4 to drive traffic and increase applicants for program

ADDITIONAL SKILLS

- Tools: Adobe Creative Suite (Premiere, After Effects, InDesign, Photoshop, Lightroom, Bridge), Microsoft Office, Keynote, Photo (Nikon F-mount/Z-mount, Fuji X-mount), Asana, Trello, Wrike, Frame.io, Final Cut Pro, Google Analytics, Meta Business Suite, AP Style Guide
- Creative: Videography, video editing, photography, photo editing, studio lighting, article writing, storytelling, production planning, project management, copywriting