



about me

SENIOR CREATIVE & WEB DESIGNER WITH 14+ YEARS' EXPERIENCE ACROSS BRAND, DIGITAL DESIGN, AND MARKETING. I TRANSLATE STRATEGY INTO SCALABLE SITES, SYSTEMS, AND CAMPAIGNS. DESIGNING SINCE 2007, I NOW OWN WEB + CREATIVE TO MOVE METRICS, NOT JUST MAKE THINGS PRETTY.

tech. skills

design tools

Adobe Illustrator - Photoshop - InDesign - AfterEffects - Figma - ProCreate

dev tools

WordPress - GitHub - VS Code - CSS - HTML5 - JS - cPanel - LiquidWeb - Bootstrap - Scrum

marketing tools

Asana - Google Analytics - Semrush - DocuMatix - Marqui -

education

Georgia Gwinnett College 2012-2013
Udemy - Various Web courses
Google Coursera - UX/UI 2023
App Brewery - Web Dev Bootcamp 2024

yoga

PERFORMANCE POWER YOGA
ADMIN/DESK ASSOCIATE
CHALKBOARD ARTIST
WEEKEND/PART TIME
FEBRUARY 2024-PRESENT

Abundantly grateful to be part of and serving the yoga community.



denisa j. moraru

Senior Brand & Web Designer

+ atlanta, ga
+ chrrybmb.com
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experience

CREDIT UNION OF GEORGIA
KENNESAW, GA
AUGUST 2024 - AUGUST 2025

MARKETING SPECIALIST (WEB & CREATIVE)

- + Owned full website management after agency transition, including WordPress updates, PHP upgrades, plugin integration (ACF, Solid Security, Mailgun, dark mode, etc.), and staging/live site oversight—ensuring site stability and security with zero downtime during migration.
- + Led UX and performance improvements, optimizing site speed, media library, and accessibility, while implementing SEO best practices with SEMrush and analytics platforms.
- + Managed Google Analytics (GA4), reporting on KPIs such as sessions, conversions, and engagement; provided actionable insights to guide marketing and creative strategy.
- + Created and maintained brand/creative assets, including updated brand and style guide, campaign collateral, and foundation design elements; ensured consistency across digital and print channels.
- + Partnered cross-functionally with leadership to align digital strategy with marketing goals, including content audits, SEO strategy, and analytics-driven creative decisions.
- + Positioned as future Creative/Brand Director candidate by developing a 2025 holistic website management plan, covering UX, optimization, ADA compliance, security, and brand governance milestones.

BLUE SKY EXP
ATLANTA, GA
AUGUSTJUNE 2022 - AUGUST 2023

GRAPHICS MANAGER

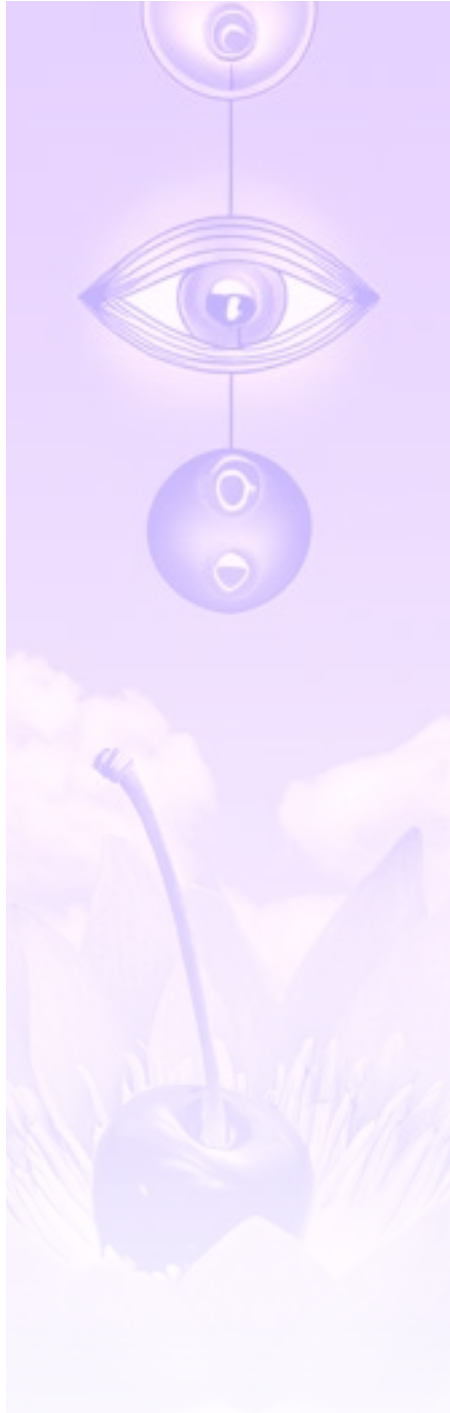
- + Oversee all aspects of graphic design and visual communication for tradeshow and exhibition projects.
- + Lead a team of graphic designers, providing guidance, feedback, and mentoring to ensure the delivery of high-quality designs.
- + Collaborate with cross-functional teams, including marketing, sales, and production, to understand project requirements and objectives.
- + Develop creative concepts, themes, and designs that align with the clients' brand identities and goals.
- + Manage the production process, coordinating with printers, vendors, and external agencies to ensure timely and accurate delivery of graphics.

CHRRYBMB CREATIVE STUDIO
ATLANTA, GA
AUGUST 2020-PRESENT

CREATIVE DIRECTOR

- + Collaborated with a diverse range of clients, including startups, small businesses, and individual entrepreneurs, to understand their design needs and deliver tailored reative solutions.
- + Developed impactful brand identities, including logos, color schemes, typography, and brand guidelines, to establish a strong visual presence for clients across various industries.
- + Created compelling marketing collateral, such as brochures, flyers, posters, and social media graphics, to support client's promotional campaigns and effectively communicate their messages.
- + Conducted thorough research and analysis of target audiences, market trends, and competitors to inform design decisions and ensure designs aligned with client's business goals.
- + Actively communicated with clients throughout the design process, seeking feedback and incorporating revisions to ensure client satisfaction and project success.

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experience continued

NICHE DIGITAL BRANDS
NORCROSS, GA
JUNE 2021 - JULY 2022

PRINT DESIGNER

- + Conceptualize and design print and digital marketing materials, including belt designs, apple watch designs, brochures, flyers, posters, banners, social media graphics, and email campaigns.
- + Collaborate with marketing teams to understand project requirements and develop creative strategies that align with branding guidelines and marketing objectives.
- + Create and present design concepts and mock-ups to clients, incorporating feedback and revisions as necessary.
- + Work closely with printers and vendors to ensure accurate and high-quality production of printed materials.
- + Maintain a strong attention to detail, conducting quality checks on final designs to ensure brand consistency and visual appeal.

HEXIS AMERICAS
LAWRENCEVILLE, GA
JULY 2020 - JANUARY 2021

GRAPHICS & MARKETING MANAGER

- + Conceptualize and create visually appealing designs for various marketing materials, including digital ads, social media graphics, website visuals, print collateral, and trade show displays.
- + Develop and execute comprehensive marketing strategies and campaigns, integrating visual design elements to drive brand awareness and customer engagement.
- + Ensure consistent branding and messaging across all marketing channels and touchpoints.
- + Manage external vendors and agencies to ensure the timely delivery of high-quality design assets and materials.

RECROOM MASTERS/GAMEROOM GRAPHICS
LAWRENCEVILLE, GA
JANUARY 2015 - FEBRUARY 2020

PRINT & DESIGN MANAGER

- + Oversee all aspects of large format printing, including project planning, materials selection, vendor coordination, and quality control.
- + Designed and produced bespoke arcade artwork based on client requirements, delivering high-impact visuals that enhanced customer engagement.
- + Developed impactful brand identities, including logos, color schemes, typography, and brand guidelines, to establish a strong visual presence for clients across various industries.
- + Managed administrative office duties including customer service and technical support calls, as well as assisting with payroll and daily operations.
- + Actively communicated with clients throughout the design process, seeking feedback and incorporating revisions to ensure client satisfaction and project success.