

Cedric V. Morris, B.A.

Art Direction | Brand Management | Web & Graphic Design | Social Media Marketing



Communications and Art Director with a talent for distilling complex material into promotional and visual media for special events, seasonal campaigns, and other signage and illustrative materials. Experienced in collaborating with senior leadership and a diverse client list, including government healthcare clients and federal credit unions. Skilled in managing budgets, equipment requirements, and supply costs, as well as tailored social media and digital marketing strategies. Dedicated leader with exceptional communication and creative problem-solving skills.

PROFESSIONAL EXPERIENCE

Department of Public Works - DC Government Communications Specialist, 2019 – Current.

- Ensured a high-level understanding of target audiences through research, insights, and segmentation information to develop campaigns that addressed all users.
- Effectively managed timelines throughout the campaign process, collaborating with multiple government agencies to deliver successful campaigns.
- Monitored campaign performance and optimized activity to maximize results.
- Shared campaign evaluation reports and key learnings with team and management to inform future marketing and communications activity.
- Ensured all campaign and marketing creative outputs were developed in line with guidelines and approved through appropriate channels.
- Provided creative and media support across the organization.
- Conceptualized, planned, designed, and produced a wide range of specialized graphic and/or illustrative material, including multimedia concepts.
- Coordinated vendors for printing and publication services. Provided technical advice and guidance. Negotiated and placed all procurements for the office of communications.
- Produced videos and animated portions of live videos using computers and video production equipment.
- Generated ideas to portray concepts and advertise products/services.
- Maintained brand consistency and increased user-friendliness in digital products.
- Worked with the OITS to optimize web applications and mobile apps. Analyzed research and feedback to gain user insight and incorporate feedback into new designs.
- Performed web maintenance in Drupal system. Managed web content for dpw.dc.gov, snow.dc.gov, and DPW intranet site.
- Developed and maintained social media presence on Twitter, Facebook, and Instagram.
- Created and managed social media and monthly newsletter calendars, that delivered to over 50k DC residents
- Developed visual information materials including printed publications, multimedia, video, photography, exhibits, logos, signs, and certificates.



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EDUCATION

BACHELOR OF FINE ARTS

Graphic Communications
Magna Cum Laude
Howard University Washington, D.C.

ASSOCIATE OF ARTS

Visual Communication Graphic Design
Prince George's Community College
Largo, MD

Areas of Expertise

Email Marketing
Graphic Design
Lead Generation
Social Media Marketing
Web Development
Responsive Web Design Procurement
Logo Design
Branding

TECHNICAL SNAPSHOT

Search Engine Optimization (SEO)
Social Media Platforms
Adobe InDesign
Adobe Illustrator
Adobe Photoshop
WordPress
Microsoft Office Suite
Google Analytics
CMS Management
HTML
JavaScript Coding



- Collaborated with customers and subject matter experts to determine project themes and goals, and developed concepts, layouts, and designs.
- Created customer-friendly brochures and advertisements for events and campaigns.
- Photographed and developed videos for events, press conferences, and trainings.
- Developed a seamless social media strategy for recycling education.
- Developed, implemented, monitored, and evaluated snow campaign progress in line with the District Snow Team's marketing strategy. Analyzed previous snow campaign performance and set campaign KPIs.
- Influenced and provided input into marketing plans throughout the campaign planning process.
- Increased social media impressions for DPWDC accounts, including gaining an additional 2K organic followers on Twitter and 2.5M impressions for the year (FY22).

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Better Ced Than Done Marketing & Design, Creative Director/CEO, 2011 – Present.

Expert in establishing corporate identities, including developing a web presence with SEO and designing promotional materials for a diverse range of clients.

United Planning Organization, Print and Digital Communications Manager, 2017 – 2019.

Implemented a new corporate identity, including revamped promotional materials and a fully responsive web design. Led social media strategy and editorial calendar development. Executed targeted e-mail and social media campaigns, resulting in a 21% increase in engagement and donations for two key initiatives.

OTHER PROJECTS

AFYA Inc, Graphic Designer, 2016 – 2018.

Designed and implemented a new web presence, utilizing a responsive design approach and incorporating interactive and SEO features. Successfully arranged proposals and graphics for multiple Federal Government RFPs.

Seamon Corporation, Senior Graphic Designer, 2015 – 2017.

Developed and executed web and print graphics for a variety of healthcare organizations, including CRISP, ONC, and NIH. Possessing expertise in 508 compliance, created web applications, infographics, interactive tools, and whiteboard animations to effectively communicate new healthcare regulations.

Westar Distribution, Graphic Designer, 2013 – 2016.

Developed and designed web and print graphics for an international shipper of specialized auto parts, including 2013-2016 catalog covers and convention materials.

SW Design School, Design Teacher, 2016 – 2016.

Provided training to a group of 15 individuals in basic graphic design principles and photo editing software.

Visions Ink, Graphic Designer, 2013 – 2015.

Managed a team of freelance artists, coordinating and overseeing their work while also managing personal workload. Secured notable clients such as Johns Hopkins FCU, DC Teachers, Howard University, and other Federal banking services.

Darnell's Mocha Lounge, Marketing Manager, 2010 – 2015.

Developed and maintained the brand identity, promoting events through the design and production of flyers, business cards, posters, and other printed materials. Utilized social media platforms such as Facebook, Twitter, and Wordpress to execute strategic marketing campaigns.

Starvin' Artist Design Studio, Production Artist 2012 – 2013.

Experienced freelance contractor specializing in the development of web and print graphics for a diverse range of businesses, including both large and small clients.