

CHRISTOPHER MORALES

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PORTFOLIO: [HTTPS://WWW.PRIDEOFMORALES.COM/](https://www.prideofmorales.com/)

EDUCATION

CORNELL UNIVERSITY

(B.S.) Communication, minor in Theatre

Graduated May 2020

GPA: 3.45

WORK EXPERIENCE

DEUTSCH LA

ACCOUNT EXECUTIVE

Los Angeles, CA

August 2023 - Present

- Leading cross-channel production for broadcast/OLV, social, digital & print platforms
- Ensuring concepts are routed through proper channels for review (legal, proofing, production/business affairs for usage)
- Leading competitive research and begin to craft agency POVs with guidance of opportunity areas for client's business
- Analyzing data on a regular basis to identify trends and learning opportunities for future optimizations

PROJECT MANAGER

November 2022 - August 2023

- Collaborated with clients and team members to create effective timelines and sprint plans
- Managed product backlogs for both agency and client, seizing opportunities within available timing and resources
- Conducted post-mortems to continuously enhance workflows and optimize project outcomes

ASSISTANT ACCOUNT EXECUTIVE

March 2022 - October 2022

- Provided support by documenting meeting minutes, ensuring legal compliance, and aligning with client feedback
- Effectively communicated project status to internal and external stakeholders with confidence
- Successfully managed assigned digital and print projects for Walmart+ in Acquisition and Retention

PERFORMANCE COORDINATOR

January 2021 - March 2022

- Managed scheduling, preparation, and distribution of performance-related documents for meetings
- Supported teams by conducting competitive research and analytics, further exploring category white spaces
- Fostered strong relationships with departments, client teams, and external partners to promote effective collaboration

TURNKEY PODCAST PRODUCTIONS

Los Angeles, CA

SOCIAL MEDIA DIRECTOR

October 2017 - July 2022

- Executed a digital campaign to increase engagement by 75% on Instagram after analyzing data on eClincher
- Accumulated 962.9k impressions across 15-month study of a single podcast on Twitter
- Managed 15+ client profiles to promote new podcast episodes across social media platforms

WVBR-FM/CORNELL MEDIA GUILD, INC.

Ithaca, NY

GENERAL MANAGER

March 2019 - March 2020

- Managed the daily operations of 5 part-time associates, 20+ community volunteers, and 30+ student volunteers
- Led a programming expansion of 6 podcasts; advised between development, production and distribution

VOLUNTEER EXPERIENCE

MINDS MATTER SOUTHERN CALIFORNIA, TEAM LEAD & CO-DIRECTOR, JUNIOR PROGRAM

January 2021 - Present

CORNELL CLUB OF LOS ANGELES (CCLA), BOARD MEMBER

July 2021 - Present

AWARDS & DISTINCTIONS

ADCOLOR AWARDS & CONFERENCE, ADCOLOR FUTURES & HACKATHON WINNER

Class of 2023

4A'S SOCIAL INSTITUTE OF ADVANCED ADVERTISING STUDIES, PARTICIPANT

Spring 2022

IRTS FOUNDATION, FUTURE MEDIA LEADER ACCELERATOR SERIES, ALL-STAR

Summer 2020

THE SENIOR HONOR SOCIETY OF QUILL & DAGGER, SECRETARY

128th Tapping Class

RICHARD A. CHURCH '64 SENIOR SERVICE AWARD, RECIPIENT

April 2020

SKILLS

SPANISH [fluent]

ACCOUNT MANAGEMENT

PRINT & DIGITAL WRITING

ADOBE AUDITION

SMARTSHEET

PERFORMANCE

PROJECT MANAGEMENT

RADIO & PODCASTING

ADOBE PREMIERE

WORKFRONT

MULTICULTURAL

(SCRUM & AGILE)

SPORTS BROADCASTING

ADOBE XD

GOOGLE DRIVE