

Gabriel Cabrera

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EDUCATION / CERTIFICATIONS / SKILLS

Temple University

Bachelor of Art in Advertising, Concentration in Art Direction

Adobe Certified Associate: Adobe Premiere CS6 and CC | Adobe Illustrator CS6 and CC | Adobe Photoshop CC | Adobe After Effects CC | Adobe InDesign CC

Skills: Bilingual – Spanish, English | Microsoft Suite | Google Suite | Adobe Suite | Video editing | Photo retouching

EXPERIENCE

Graphic Designer – *Mud & Lotus Yoga Center, Philadelphia, PA* – 2023-present

- Design company logo, utilized for all branding purposes and social media/marketing platforms to gain awareness of the company and drive up sales by 50% or more within a 2-3 month span
- Curate a branding presentation including brand-specific fonts, colors, icons, mockups, and logo options
- Communicate with clients through meetings and revisions

Graphic Designer/Videographer – *Reach Climbing & Fitness, Bridgeport, PA* – 2024-present

- Develop visually appealing graphics, illustrations, and layouts for apparel based on client brief
- Design marketing collateral such as flyers, posters, banners, and advertisements to increase service sales by 20%
- Enhance and retouch photographs to maintain consistency with brand guidelines and project requirements
- Manage multiple projects simultaneously and meet deadlines while maintaining high standards of quality and creativity
- Interact with clients to understand project needs, present concepts and revisions, and incorporate feedback to deliver high-quality design solutions

Art Director Intern – *Diamond Edge Communications at Temple University, Philadelphia, PA* – 2023

- Created social media content for events surrounding gun violence awareness and youth violence prevention in Philadelphia to increase social media awareness by a margin of 30-40%
- Attended town hall meeting(s) and interviewed people from differing organizations that strive to bring awareness to gun violence and youth violence prevention in Philadelphia
- Collaborated in a team environment with account managers, copywriters, a brand strategist, and the client
- Coordinated weekly meetings with team and client regarding campaign details and client vision

Photographer – *Engagement Photoshoot, Morris Arboretum, Philadelphia, PA* – 2023

- Captured images of an engaged couple, including various posing options and different lighting conditions outside
- Coordinated travel needs for clients regarding photoshoot location
- Reviewed, edited, and compiled images based on client requests
- Collaborated with clients regarding timeline of photoshoots and receiving final edits

Photographer – *Flair Dance Company, Collingswood, NJ* – 2022

- Captured images of summer festival and Christmas production of dancers performing various choreography styles to use for marketing in order to increase ticket sales by 10-15%
- Reviewed, edited, and compiled images based on client requests
- Collaborated with client regarding timeline of photoshoots and receiving final edits

3D Printing Intern and Assistant – *MakerSpace at Temple University, Philadelphia, PA* – 2019

- Safely operated and maintained Prusa 3D printers and Resin 3D printers
- Assisted clients with utilizing 3D printing software and correctly using the physical 3D printers
- Safely operated and maintained a laser cutter and assisted clients with utilizing it safely for their projects
- Assisted clients with optimizing their digital files and editing settings within laser cutting software to yield desired laser cutting results

Shift Leader/Key Holder – *Reach Climbing & Fitness / Philadelphia Rock Gyms, Philadelphia, PA* – 2020-present

- Engage in customer service responsibilities such as answering phone calls, replying to customer emails, maintaining upkeep of facilities, and processing payments
- Act as manager-on-duty and oversee employees in their specific duties
- Open and close the gym with a specific routine and maintain the cash register
- Utilize communication and scheduling software such as Slack, When I Work, Approach, Homebase, Prospr, and RockGymPro