



CONTACT



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arialmoses.com

EDUCATION

Bachelor of Fine Arts (B.F.A.),
Visual Communications
Austin Peay State University
August 2010 – May 2014
Clarksville, TN

SKILLS

Design & Tools

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Canva

Web & Digital

- WordPress / Divi
- Digital Marketing Assets

Leadership & Strategy

- Creative Direction
- Project Management
- Brand Strategy
- Client Relations

Luxe Property Group

Licensed Real Estate Agent
December 2024 - Present

Provided marketing and brand development support during company startup phase.

- Supported initial brand development including visual identity, marketing materials, and listing presentation templates during company launch.
- Designed select print and digital marketing assets to establish brand consistency across MLS, social media, and client-facing materials.
- Represent buyers and sellers throughout the real estate transaction process, providing market guidance and client support.

Keller Williams/Hutch & Howard Team

Marketing Director & Licensed Real Estate Agent
April 2024 - November 2024

- Developed and executed targeted marketing campaigns to increase listing visibility and brand recognition across multiple platforms.
- Designed and implemented print and digital marketing materials including listing presentations, brochures, email campaigns, and promotional graphics.
- Managed the team's social media presence, creating consistent, high-engagement visual content.
- Collaborated with agents to create customized marketing plans, improving market performance and client engagement.
- Analyzed campaign performance to refine creative strategy and maximize return on investment.

Realty Executives Associates

Marketing Department Manager & Lead Designer
September 2019 - April 2024

- Led company-wide brand standards and graphic systems to ensure consistent, compliant marketing across 15 offices and over 1,000 agents.
- Designed comprehensive marketing materials including brochures, flyers, site plans, presentations, and print collateral.
- Managed and mentored the marketing and design team, coordinating multiple projects simultaneously in a fast-paced environment.
- Ensured all marketing materials adhered to state real estate advertising regulations and brand guidelines.
- Built and maintained vendor relationships, overseeing outsourced print production and negotiating pricing.
- Implemented cost-saving strategies and renegotiated vendor contracts, reducing annual expenses by approximately \$100,000.

Valley Printers

Creative Director
April 2017 – March 2019

- Designed visually compelling print materials including brochures, flyers, posters, and business cards.
- Worked directly with clients to translate concepts into effective, production-ready designs.
- Prepared print-ready files with attention to color management, resolution, and file specifications.
- Managed multiple design projects simultaneously in a deadline-driven environment.
- Coordinated with print production teams to ensure quality output and timely delivery.