

**EDGUAR DANIEL
MORALES**

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Laurence Roth
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March 29, 2021

Dear Education Design Lab,

I am applying for the freelance graphic + visual designer position as advertised on the AIGA job listings. As a student in pursuit of a career in secondary and post-secondary education, I align myself with the mission of the Education Design Lab to bring accessibility to those that have been excluded from higher education. As someone with an early ESL education and from a low-income immigrant family I share the lived experience of those that the Lab is assisting through its redesign initiative.

For two years, I used interpersonal communication skills daily to provide personalized hospitality, register, and welcome guests to a 100+ room hotel. Along with managing reservations, I oversaw a staff of five housekeepers to ensure the facility would be ready to welcome new guests in a timely manner by planning and expediting housekeeping services. At my current position, I interact and communicate with a primarily Hispanic and rural clientele to provide efficient and timely international exportation and importation services. I have created a brand identity as well as increased social media presence by analyzing and researching the intended target to meet and address their needs.

I appreciate your time and would appreciate more the opportunity to get a start in the field I am pursuing. I have always had a need to share knowledge and provide resources.

Sincerely,

A handwritten signature in black ink, appearing to read 'Edguar Daniel Morales', with a stylized, cursive script.

Edguar Daniel Morales

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Skills

Bilingual in
Spanish and English
Organization and Planning
Time Management

Programs

Adobe Creative Cloud
Microsoft Office
Square POS
Opera Micros PMS

Hobbies

Freshwater and Saltwater
Aquarium Hydroponics
Painting
Printmaking
Photography
Baking and Cooking
Linguistics

Work Experience

Jaguares Express

Bridgeton NJ 2013- Current

Manager

Inventoy and asset manager responsible for paying bills, filling orders, and invoices. Created and managed various social media platforms such as Facebook, Instagram, and WhatsApp to provide information to patrons about international shipping services. Carried out tasks to open and closed the facility such as closing out the End of day financial settlements. Handled International communication for import and export.

Country Inn & Suites by Radisson

Millville NJ 2016- 2018

Front Desk Manager

Created reservations for individual guests and group events. Managed guest billing and end of day settlements. Delegated housekeeping tasks and created room assignments. Used interpersonal communication skills. to resolve guest issues by being available for personel support at any given day.

Education

Rutgers School of Business

Camden NJ Fall 2016

Business- Marketing

Rutgers University

School of Arts and Science

Camden NJ Fall 2020-Current

Graphic Design & Painting

Cumberland County

Clay College

Millville NJ 2017

Student Worker

Receptionist at Arts and Innovation Building, Millville NJ. Sold and inventoried visiting artist and student works assisted the department heading curating exhibits by installing artwork, organization, creating schedules Showed potential patrons the amenities and services offered art the studio.

Amdur Studio

Philadelphia 2021-Current

Freelance Designer

Design printed promotional material for the Inside Out event Collaborated with other designers to create a social media campaign. Created a branding identity for the event and organization.

Cumberland County College-

Vineland NJ

Spring 2017- Spring 2020

Fine Arts AFA /Graphic Arts AA