

JEFF MOSHER

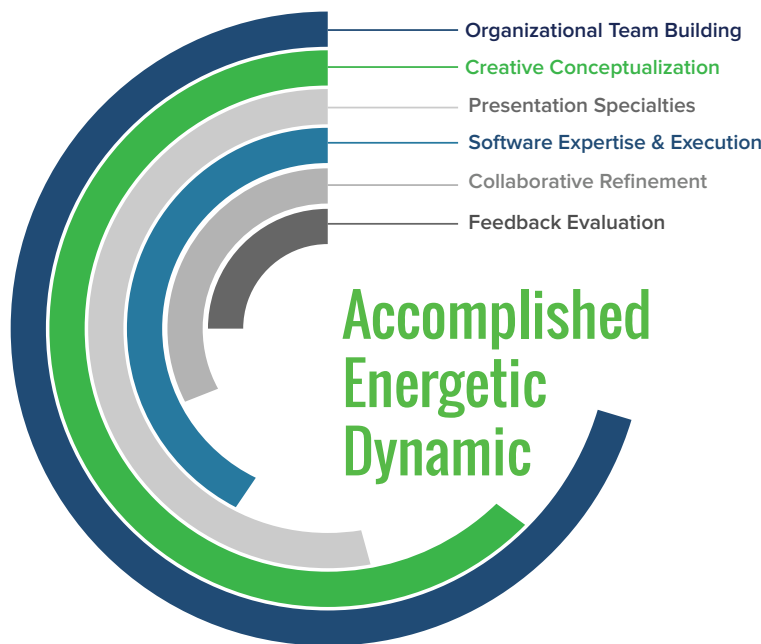
experienced > creative

PROFILE

I am an exceptionally accomplished communications professional with a proven track record in branding and design, both in the private sector and government. I am committed to integrating creative approaches with impactful marketing strategies, consistently delivering successful campaigns with measurable results. My clientele includes national, state, and local governments, CEOs, businesses, private organizations, and entrepreneurs. I have expertly utilized my multimedia and presentation skills to develop innovative strategic programs, lead project management, and foster team collaboration to elevate organizations' branding and messaging.

SKILLS

- Adobe CC
- Public Speaking
- InDesign
- PowerPoint
- Photoshop
- Animations
- After Effects
- Dimension
- Premier Pro
- Illustrator
- Acrobat
- Word
- Excel
- Photography
- Constant Contact
- Social Media
- Drupal Core Content
- Web Content
- Quadient Inspire
- Form Management
- DocuSign
- Office 365
- Microsoft Planner
- Digital Illustration



WORK

2007

Publications Supervisor/Graphics Manager/Forms Management

NEW YORK STATE DEPARTMENT OF LABOR, ALBANY, NY
I led and directed the creative development for the agency's communication materials, branding, and interactive digital applications. I effectively managed the creative staff across the state and collaborated with technical, creative, and programmatic teams to create and launch messaging. Additionally, I am currently taking a lead role in modernizing all agency documentation, forms, and interactive systems within the Technology & Innovation Division.

2004

Agency Partner - Senior Creative

COLLABORATIONS AD AGENCY, TROY, NY
As a Creative Director, I lead a talented team of Graphic Designers and illustrators to craft compelling brand strategies, build impactful logos, and produce engaging communication materials for print, display, and interactive platforms. With a broad client base, I work closely to weave visual narratives that elevate business growth and drive the marketing success of organizations across New York State.

2000

Senior Creative Designer

EYP ARCHITECTURE & ENGINEERING, ALBANY, NY
Crafted targeted marketing communications tailored to each of our key markets, including Colleges and Universities, K-12, Government, Historic Preservation, and Corporations, to drive business development in these strategic areas.



PERSONAL

Jeff Mosher
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REFERENCES

Chris White
Deputy Commissioner for Workforce Development
The New York State Department of Labor
christopher.white@labor.ny.gov

Brian U. Stratton
Director - New York State Canal Corp.
P 518.449.6000

Francina Kitchen-Hill
Formerly Special Assistant
NYS Department of Labor
P 518-221-9099

Irene Baker
Formerly Counsel NYS Gov. Office
Economic Regional Councils
Currently: Owner-Peaceful Baker Yoga
646-594-3006

Leo Rosales
Vice President of Communications
AVANGRID www.avangrid.com

Theresa Wutzer-Moore
Associate Director and Director of Marketing & Communication
The New York State Council of School Superintendents (The Council)
P 518.694.4884

Glenn Schworm
Owner and Founder at
Signature Home Buyers/ VestorPro
Schenectady, NY
glenn@signaturehomebuyers.com

Anthony Jasenski, Sr.
Chairman of the Legislature
Schenectady County Government
P 518.388.4280

EDUCATION

Mohawk Valley Community College
AAS Advertising Design & Production
SUNY Albany - Commercial Design
Barbara Thomas School of Modeling

WORK SAMPLES

www.jeffmosheronline.com

AWARDS

National 1st Place
SMPS National Marketing
Corporate Communications
NYS DOL Team Leadership
NYS Min. Wage Hon. NYS DOL
Governor Recognition for
LEAN Program Implementation
Eagle Scout - Scouts of America

GOVERNMENT/Governor's office/NYS Dept. of Labor 2007 to Present

2012 State of the State Presentation

I worked directly with Governor Andrew M. Cuomo and Chief Policy Advisor James Malatras to design the PowerPoint presentation and its visual elements and effects. I was chosen to lead a creative team to manage the fast-paced multimedia work for State of the State, Budget, and statewide presentations.

2013 State of the State Presentation

Collaborated with Andrew M. Cuomo, James Malatras, and Gareth Rhodes to craft a captivating PowerPoint presentation with impactful design elements and effects. Successfully assembled and led a talented statewide team of designers to bring creative visions to life.

2013 NYS Budget Presentation

Worked with Andrew M. Cuomo and James Malatras to create the PowerPoint presentation, including design elements and effects.

2014 NYS Budget Presentation

Worked directly with Andrew M. Cuomo and James Malatras to design the PowerPoint presentation, including design elements and effects. Also, built and managed a statewide team of designers to implement creative ideas.

New York State Regional Economic Development Councils

I was the Chief Designer responsible for developing the brand identity and all communication materials related to the launch of the Governor's newly created Regional Economic Development Councils program. I worked directly with Irene Baker, council to the Governor, George Stafford from the Department of State, and Leo Rosales from the New York State Department of Labor. This work took place from 2011 to 2014.

Program Reports and Presentations for Governor's office

2011 - 2018 Branded, designed various reports to include, Hate Crimes, EWTF, Common Core Task Force Report.

Weekly Presser Powerpoints - various

Designed various powerpoint presentations for press related Red Room pressers.

NYS State Fair Booth design for Governor Cuomo - 2011

Branded, Designed, print buying, set up and attendance.

NYS Department of Labor - NYS booth design 2011 - 2018

Branded, Designed, print buying, set up and attendance.

NYS Department of Labor - Display booths statewide

2007 - 2018 Designed large format displays for workforce related presentations statewide.

Shirtwaist Fire Factory Display for statewide set up

Worked with Senator Serphin R. Maltese and executive staff in the Department of Labor to redesign the 3-D display booth for presentations at The Empire State Plaza, Albany, NY.

NYS Department of Labor

From 2007 to the present, I have been at the forefront of creating impactful designs and communications. My expertise spans website design, publication design, branding, program communications, and print buying. I manage photography archives, organize dynamic photo shoots, and produce engaging animations and videos. Additionally, I excel in large format and specialty statewide projects, including booklets, graphics, and vehicle wraps. I have a proven track record in developing high-impact online graphics for social media, crafting compelling PowerPoints, and providing visual support for press conferences. I have also successfully launched programs with comprehensive branding development and execution.

Private Sector Clients (sampling)

Signature Home Buyers/VestorPro

Developed branding and marketing materials for print, on-line, display and conference settings. Acted in television spot to support the client's product and services.

NYS Canal System

Designed and developed branding and Presentation materials for the education and marketing of the NYS Canal System - contact Brian Stratton

NYS OTDA

Designed, developed, printed SNAP marketing communication materials for public facing campaigns.

The New York State Council of School Superintendents (The Council)

Designed, developed, catalogs and marketing and communication materials

LEAF - Leadership for Educational Achievement Foundation

Designed, developed, logo/branding, catalogs and marketing and communication materials.

HLCC - Hair Loss Control Clinic

Designed, developed, logo branding, ongoing packaging for product affiliates.

Malozzi Family of Businesses

Designed, developed, branding, packaging, print material for Villa Italia, Banquet house, Western Turnpike Golf Course, events promotion, merchandising,

The New York State Council of School Superintendents (The Council)

Designed, developed, branding, catalogs and marketing and communication materials

The New York State Dental Association

Designed, developed, branding, marketing materials for candidates for office

EDPAC - Empire Political Action Committee

Designed, developed, branding, marketing materials, large format displays for trade show exhibits

Aqueduct Animal Hospital

Designed new logo, branding, custom branding for new facility

Catholic Charities

Website design for various facilities and programs, branding and development.

Katie Manning Hilton - Psychic

Designed, developed, branding, website, social media, marketing and events promotion

Colonie Center

Designed, developed, large format graphics for presentation, directionals and way finding, promotion

Council 82 Law Enforcement

Designed, developed, newsletters, publications, promotional literature, event literature, social media

Glens Falls Hospital

Designed, developed, branding, catalogs and marketing and communication materials

CANDIDATES for Office

William R. Calnon, DDS *elected!*

For NATIONAL ADA President-Elect 2010

Designed and developed branding and campaign communication materials

Bob Peskin, DDS *elected!*

for NATIONAL ADA Speaker of the House 2011

Designed and developed branding and campaign communication materials

Schenectady County Candidates Campaign Materials 2011 - Present (sampling) *many elected!*

Designed and developed various custom branding and campaign communication materials both individual as well as combined pieces for handouts, promotional and mailers.

Sampling of Candidates - developed campaign materials for:

Holly Vellano
Randy Pascarella
Cara Jasenski Ackerley
Tony Jasenski
Robert Hamilton
Cathy Gatta
Angelo Santabarbara
Harry Buffardi
Mike Viscusi
Kevin Mercoglan
Vincent Romano
Mike DellaRocco Jr.
Sheriff Dominic Dagostino
Judge Matt Sypniewski
Diane Marco
Wayne Caldor
Judge Mark Powers
Steven M. Signore
Jesse McGuire