

Cedric V. Morris, B.A.

Communications Manager

Has a talent for distilling complex material into promotional and visual media for special events, seasonal campaigns, and other signage and illustrative materials.

Experienced collaborating with senior leadership and a diverse client list including an array of Government health care clients, and a number of Federal Credit Unions on a variety of commercial and custom projects.

Experienced with equipment requirements, researching supply costs, and managing budgets.

EXPERIENCE

Department of Public Works - DC Government Communications Specialist, 2019 – Current.

- Web editor for dpw.dc.gov, snow.dc.gov, and DPW intranet site.
- Developed authentic social presence on Twitter and Facebook by listening to our residents, investing resources in social engagement, creating honest content and transparent, creating content that residents care about and having a consistent voice daily.
- Created social media plan for the year, which helped our agency market around monthly events and marketing.
- Created monthly social media calendars that the entire team used to make sure our social media presence kept its brand promise.
- Created and developed electronic newsletter on Govdelivery. We currently email our newsletter to over 30,000 dc residents.
- Created internal electronic newsletter that is emailed and sent via text to all DPW employees. DPW employees can view email from their text messages as an option for frontline employees.
- As the Visual Information Specialist, I planned and design visual information material including printed publications, multimedia, video, photography, exhibits, logos, signs, and certificates.
- Created appropriate typographic, graphic, illustration, photographic and video techniques or any combination to be assembled into visual products.
- Worked with customers, subject matter experts, and recycling authors to determine themes and purpose of projects, factoring in the product goals and the background of the target audience.
- Developed concepts, layouts and designs through frequent coordination and interface with DPW customers.
- Created customer friendly brochures such as the 2019-2020 Leaf Collection Brochure, snow campaign advertisements across the city and holiday recycling notices.
- Photographed and developed videos for all events including press conference, trainings, and community events.
- Developed recycling concept through a seamless social media strategy, which will inform DC residents on DPW best practices on recycling.
- Placed and negotiated all procurements for the office of communications on behalf of the Press Information Officer.

BCTD



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EDUCATION

Howard University

B.A., Magna Cum Laude, Digital Studio,

Prince Georges County Community College

A.A., Visual Communication/
Graphic Design,

SKILLS AND TRAINING

Operating Systems: Apple OS, MS Windows 2000, XP, Windows 7, and Windows 8

Hardware: Apple Macintosh, IBM PCs and

Social Media: Twitter, Facebook, LinkedIn, Wordpress,

Software: Microsoft Office Suite (Word, Excel, Access, Outlook, PowerPoint), MS Project, SEO & Google analytics, Adobe Creative Suite, CC Marketing/Promotions, CMS Management, HTML, CSS, Javascript Coding, Direct Mail

CONTACT

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 BCTD_DESIGN

Better Ced Than Done Marketing & Design, Creative Director/CEO, 2011 – Present.

Founded a freelance graphic design business to bring professional design to a personal level. Successfully established corporate identities, including a Web presence with SEO and designed promotional materials for special sales and events.

United Planning Organization, Print and Digital Communications Manager, 2017 – 2019.

Successfully installed a new corporate identity including new promotional materials for fundraising events and social media. Also, revamped the web presence, that features a responsive design approach, along with a photo & statistics forward layout. Managed social media strategies and develop editorial calendar for awareness.

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OTHER PROJECTS

AFYA Inc, Graphic Designer, 2016 – 2018.

Created a new web presence, along with an responsive design approach, interactive & search engine optimization features were added. Also arranged multiple proposals and graphics for Federal Government RFPs.

Seamon Corporation, Senior Graphic Designer, 2015 – 2017.

Created Web and print graphics for healthcare organizations across the country including The Chesapeake Regional Information System for our Patients (CRISP), The Office of the National Coordinator for Health Information Technology (ONC), and the National Institutes of Health. Trained in 508 compliance and created Web applications, infographics, interactive tools, and whiteboard animations to explain new healthcare regulations.

Westar Distribution, Graphic Designer, 2013 – 2016.

Designed Web and print graphics for an international shipper of specialized auto parts and designed 2015-2016 catalog covers and convention materials for them as well.

SW Design School, Design Teacher, 2016 – 2016.

Trained a group of 15 in basic graphic design principles and photo editing software.

Visions Ink, Graphic Designer, 2013 – 2015.

Managed freelance artists for the company while managing own work load. Some notable clients included Johns Hopkins FCU, DC Teachers, Howard University, and other Federal banking services.

Darnell's Mocha Lounge, Marketing Manager, 2010 – 2015.

Managed the identity of the brand and promoted events with flyers, business cards, posters, and other printed materials. Made strategic use of social media, including Facebook, Twitter, and Wordpress.

Starvin' Artist Design Studio- Production Artist 2012 – 2013.

Freelance contractor creating Web and print graphics for large and small businesses.