

# JEFF MOSHER

experienced > creative

GO DIRECTLY  
TO PORTFOLIO



## 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.

## PROGRAMS / SKILLS

### ADOBE CREATIVE CLOUD

Acrobat Pro  
After Effects  
Dimension  
InDesign  
Illustrator  
Photoshop  
Premier Pro

### MS OFFICE

Excel  
Word  
PowerPoint  
Planner  
Sharepoint

### SPECIALTY PROGRAMS

Canva  
DocuSign  
Drupal Core  
Visio  
Quadient  
Inspire

### SKILLS

Graphic Design  
Illustration  
Branding  
Logos  
Large Format Design  
Interactive Form Design  
Digital Touch-up  
Package Design  
Print Design  
Multi-media  
Photography  
Web Design  
Social Media  
Video Editing  
Trade Shows

### SPECIALTIES

Logos  
Brochures  
Posters  
Direct Mail Pieces  
Fact Sheets  
Infographics  
Booth Displays  
Branding Guides  
3-D Exhibits



## WORK HISTORY

### 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. (2007-Present)

### 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.

### 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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518.577.7500  
jeff@m2creativ.com

## 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

## WORK SAMPLES

[www.jeffmosheronline.com](http://www.jeffmosheronline.com)

## AWARDS

National 1st Place  
SMPS National Marketing  
Corporate Communications

NYSDOL Team Leadership

NYS Min. Wage Hon. NYSDOL  
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