

Eduardo Mota

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Summary: Experienced Creative Entrepreneur and Digital Marketing Strategist with expertise in Data Analysis and Photography. Proficient in Adobe Creative Cloud and Social Media Platforms. Featured in Get Out! Mag. Oct 2023

Professional Experiences

Contract Family Photographer

Life365 Photography, New York, NY

January 2024 - Present

- Create scenery using various props and tools to provide photography to families in New York.

Contract School Photographer

Kiarah Portraits, New York, NY

May 2023 - Present

- Conduct Portrait Photography to schools throughout New York, New Jersey and Connecticut for

Contract Event Photographer

Ford Foundation, New York, NY

April 2022 - Present

- Provide Event Photography at The Ford Foundation Headquarters in New York City for various events.

Creative Entrepreneur, Photographer & Consultant

Mota Arts, New York, NY

August 2014 - Present

- Align with models and stylist in creative directing for a successful production.
- Schedule and coordinate production with clients and other creatives to ensure success of the project.
- Curate and develop portfolios for clients to help drive growth in their projects.
- Develop branding and creative strategies to drive brand engagement and revenue.

Creative Strategy Boot Camp

Rickhouse Media, Remote

July 2023 - September 2023

- Developed comprehensive creative strategies for brands and product launches, aligning with client goals and target audiences.
- Connected and managed talents to produce content for various brands such as Dr.Squatch, Freebird, and Iliia cosmetics.
- Conducted research for YouTube Shorts and TikTok to develop strategy and concepts for UGC Creators.

Supply Trader & Strategist

Audigent, New York, NY

August 2021 - April 2023

- Monitored 40+ accounts with budgets exceeding \$100,000 to achieve and surpass client goals and KPIs.
- Spearheaded weekly performance analyses, driving client revenue and securing a \$500k investment for new activations.
- Leveraged data analysis to create budget & targeting strategies, ensuring campaigns met client goals at an optimal cost.

Data Analytics Captain

COOP Careers, New York, NY

February 2021 - July 2021

- Trained 16 students in Python, SQL, Salesforce, Tableau, Power BI, and Excel to help enhance analytical skills.
- Focused on developing soft skills, including communication, teamwork, and critical thinking.
- Collaborated with a team of 4 other captains to oversee student teaching sessions in data analytics.

Associate Analyst

Nissan United, OMD USA, New York, NY

September 2019 - February 2021

- Conceptualized & executed data-driven ad campaigns for successful new product launches on Search and Social platforms.
- Delivered actionable insights that maximized performance of Search and Social campaigns to the
- Executed strategic daily pacing and optimization for a \$1MM+ integrated campaign, maximizing KPI's and client goals.

Education

Bachelor Of Arts in Digital Media Production

Manhattanville College

Class of 2018

Skills

Adobe Illustrator, InDesign, Bridge, Lightroom, Lightroom Classic, After Effects, Photoshop, Google Search Ads, Snapchat Ads, Meta Business, Pinterest Ads, Sprinklr, Xandr, OpenX, TTD, DV360, Basis/Centro, Pubmatic, SEO, SEM, Copywriting, Quickbooks, Graphic Design, Image Editing, Event Planning, Social Media Management, Content Creation, Leadership, Diversity & Inclusion, Set Design, Creative Direction, Event Production, Visual Storytelling, Creative Strategy, Branding, Visual Artist, Budget Management, Portfolio Curation, Customer Service, Public Speaking, Data Management