

CONNOR MOSCHELLA

Graphic + Motion Designer · Digital Content Creator · Creative Marketing Strategist

New York, NY • connormoschelladesign@gmail.com • www.connormoschella.com

SUMMARY

Graphic and motion designer with 6+ years of visual content creation & creative marketing experience across music, entertainment, and branded media, transforming ideas into high-impact visuals that elevate brand narratives and drive digital engagement. Advanced knowledge of Adobe Creative Suite, social media strategy, and digital marketing tools; shaped the visual identity of Grammy Award-winning artists and contributed to campaigns across multiple Billboard Hot 100 and Top 200 charting releases.

EXPERIENCE

Barry's *New York, NY*

Creative Designer, Brand Marketing (Nov 2025 – Present)

- Leads the visual direction & execution of all creative marketing assets and edits short/long-form video content supporting brand campaigns across digital & social platforms, driving audience engagement and retention.
- Tracks content performance metrics and identifies marketing strategies to optimize rollout, creative direction, and platform-specific engagement.
- Partners with cross-functional teams to align visuals with brand identity and campaign objectives while iterating on real-time feedback.

Republic Records (Universal Music Group) *New York, NY*

Creative & Visual Content Specialist (Jun 2022 – Nov 2025)

- Designed and delivered 300+ motion and static assets for 50+ major campaigns supporting artists including Ariana Grande, Nicki Minaj, Taylor Swift, and Cynthia Erivo, driving 100M+ impressions across platforms.
- Partnered with artist management, marketing, and A&R to shape visual strategy and creative direction aligned with brand goals and engagement KPIs.
- Balanced 10+ concurrent projects at 100% on-time delivery; boosted campaign engagement by an average of 25% across TikTok, Instagram, and YouTube.
- Developed 50+ campaign decks (moodboards, motion tests, pitches) that drove cross-functional alignment and executive stakeholder buy-in.

KATStudio by Katia Temkin *Philadelphia, PA*

Associate Director, Creative Content (Nov 2020 – May 2025)

- Conceptualized and executed 120+ motion and static assets for high-profile clients; contributed to campaigns featured on Netflix, Spotify, and Apple Music.
- Pitched and developed marketing concepts across 15+ campaigns, shaping rollout strategy and creative direction that drove audience engagement.
- Mentored junior creatives across 10+ projects, providing feedback and direction to elevate output quality and brand alignment.

1824 (Universal Music Group) *New York, NY*

Digital & Visual Content Creative (Aug 2022 – May 2025)

- Crafted and distributed 200+ motion and static assets across 25+ digital campaigns on TikTok, Reels, and Shorts.
- Partnered with A&R, legal, publicity, and media relations to manage approvals on tight timelines across 25+ projects.

EDUCATION

Penn State University Park (Aug 2020 – Dec 2024)

- ❖ *Bachelor of Design – Digital Media Design*
- ❖ *Bachelor of Science – Biobehavioral Health*

SKILLS

Adobe Creative Suite (After Effects, Photoshop, Illustrator, Premiere Pro, InDesign, Fonts); Graphic Design; Motion Graphics; Video Production; Blender 3D; Cinema 4D; AVID Media Composer; 2D/3D Animation; Social Content Creation; BTS Video; Meta Business Suite; TikTok Creator Center & Spark Ads; AirTable; Notion; Brand Partnerships; Influencer Niches; Digital Marketing Strategy; Digital Asset Management; Deliverable Versioning; Cross-Functional Collaboration; Peer Mentorship; Trend Research; Audience Engagement; Direct Communication

CREATIVE ASSETS & PROJECTS

Links embedded within project titles.

'Eternal Sunshine' [Standard & Deluxe]: Album Creative
Ariana Grande · Republic Records · Universal Music Group

Through The Eras: Rewind Merchandise Campaign
Ariana Grande · Republic & Bravado · Universal Music Group

'My Everything' Album: 10th Anniversary Digital Campaign
Ariana Grande · Republic Records · Universal Music Group

'Yes, And?' — Remix: Official Lyric Video
Ariana Grande · Republic Records · Universal Music Group

'Lavender Haze [Acoustic]' Promotional Release Asset
Taylor Swift · Republic Records · Universal Music Group

'Postcards From Texas' — Official Lyric Videos
Miranda Lambert · Republic Records · Universal Music Group

'I Forgive You' — On-Set Promotional Video
Cynthia Erivo · Republic Records · Universal Music Group

'Wicked: The Soundtrack' — Digital Promotional Ads
Republic Records · Universal Media · Universal Music Group

'R.E.M. Beauty' — 3D Animation, Digital + Social
Ariana Grande · Ulta Beauty & Selfridges UK · FORMA Brands

Bruce Springsteen [Live at MSG] — Official Promo Video
Bruce Springsteen · Columbia Records · Madison Square Garden

'Revolting Children' from Matilda — Lyric Video
Netflix · Roald Dahl's 'Matilda: The Musical'

'My Own Drum (Remix)' from VIVO — Lyric Video
Netflix · VIVO [Film]

'Tired of California' — Official Lyric Video
Nessa Barrett · Warner Records · Warner Music Group

'SMURES: The Soundtrack' — Official Promo Assets
ROC Nation & Republic · DJ Khaled & Cardi B · UMG

'The Boy Is Mine' Music Video — Official BTS Video
Ariana Grande · Republic Records · Universal Music Group

'Behind The Songwriting' — Post-Production/ Editing
Cynthia Erivo · Verve Records · Universal Music Group

'Madhouse' — Official Lyric Video & Animated Assets
Nessa Barrett · Warner Records · Warner Music Group

