

MOOLAR DEVAR

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ART DIRECTOR & PRODUCTION ARTIST

ADOBE INDESIGN | (E)BOOK & MAGAZINE PRODUCTION | PUBLISHING & AMAZON KDP
HELLO, I'M MR. MOO FROM NEW YORK

MEDIA PRODUCTION FROM CONCEPT TO COMPLETION – Having started at regional newspapers and magazines in the Southern States and then California, I started my freelance business in Maui, Hawaii in 1997. I've worked across media industries from Corporate Conventions to NYC Business Entrepreneurs to the Hollywood Film Industry. In recent years I've launched my own publishing company and now developing a tourism marketing platform in a part-time capacity.

SIGNATURE ACHIEVEMENTS:

- ✓ **Project Manager and Producer of Culture & Travel Publication, How To Bali: 2022/2023**
- ✓ **Launch of Travel & Marketing Platform, www.HowToBali.com : 2021**
- ✓ **Published over 50 Books, eBooks, & Magazines since 2020**
- ✓ **Launched Earth Afloat Publishing in 2020**

SIGNATURE STRENGTHS & COMPETENCIES

PRIMARY

Project Management
Art Director
Team Leader
Books & Magazine Publishing
Publications Distribution

SECONDARY

Editorial & Page Layout
Graphic Design / Branding
Typesetting
Book Distribution
Web Development

SOFTWARE TOOLS

Adobe InDesign
Adobe Photoshop
Amazon Kindle Create
Adobe Acrobat / PDF
Wordpress / Elementor

CONTRACTOR EXPERIENCE

HOW TO BALI – NEW YORK, NY / BALI, INDONESIA | 2021 - CURRENT (PART TIME INDEPENDENT PROJECT)

Art Director, Producer, & Team Leader

Concept development and creation of a travel destination marketing platform. The initial launch of materials are in two languages, English and Indonesian, catering to three audience levels; International, National, and Regional.

- **Conceptual:** Curating articles and photography, Writing, story editor, copywriting, Branding, Marketing strategies
- **Production:** Adobe InDesign Editorial Layout, Photoshop operator and photographer, Ad production, Print coordination, Website production & maintenance
- **Team:** Hiring of writers, illustrators, web developers, and administration, Task delegation, Accountability
- **Public Relations:** Advertiser acquisition, Acquisition of distribution locations

EARTH AFLOAT PUBLISHING – NEW YORK, NY | 2019 - CURRENT (PART TIME / INDEPENDENT PRODUCTIONS)

Producer / Project Manager

Launch of content creation brand and publishing company.

- **Branding** Logo and content brand, blog website www.EarthAfloat.com , company website, www.EarthAfloatPublishing.com
- **An Intense Calm** Branded, Authored, Photographed, Produced, in multiple formats and distributed internationally via multiple platforms the first in a series of travel books www.AnIntenseCalm.com
- **Fables Found** Branded and Produced the first of in a series of children's short stories for an independent author, and distributed in multiple formats and distributed internationally via multiple platforms www.FablesFound.com

PROFESSIONAL EXPERIENCE, CONTINUED

PRIDE OF MAUI – LAHAINA, HAWAII | 2017 – 2020**Production Artist**

Team Member for High-Profile Hawaii Tour Company

Web Maintenance and Updates, Trip Advisor & Yelp Reviews Curating, Photo Curating, Internet Research, Social Media Ads and Graphics.

- Our diverse team of Designer, Programmer, Production Manager, Writers, Photographers, Social Media Marketers, etc. collaborated via Basecamp to drive booking sales for the two Maui snorkel cruise boats, “The Pride of Maui” and “The Leilani.”, etc.).
- www.prideofmaui.com/
- www.mauiboattrips.com/
- www.prideofmaui.com/blog

UPWORK – NEW YORK, NY (INTERNATIONAL CLIENTS) | 2014 - CURRENT (PART TIME CONTRACT)**Publishing Contractor**

Built a successful top-rated profile in a highly competitive niche delivering consistent commissions to a highly competitive agency platform.

- **Income rise** starting at 10/hr and currently at 60/hr and rising.
- **Maintaining High Success Score** 97-100% for 10 years, sending countless proposals, and closing deals via remote zoom meetings, or simply by chat.
- **5-Star Reviews** and complimenting written testimonies resulting in consistent hires and return clients.

STUDIO WITH A VIEW – NEW ORLEANS, LA (NATIONAL CLIENTS) | 1997 – 2014**Production Artist / Contractor / Client Acquisition**

My original freelance operation developing a well-rounded skill-set with clients and contracts acquired across media industries. www.StudioWithAView.com

- **Print Media & Prepress** Starting in the newspaper industry and helping convert a production room from manual paste-up to digital production and overseeing film output and large Offset Printing, Ad Production, Magazines, Books, Brochures and specifically travel and tourism operations.
- **Web Development** countless websites built for small businesses across the US as well as international.
- **Video and Photo Production** Video Editing, 2D & 3D Animation, Compositing
- **Presentation Services** Corporate presentation for small to very large conventions, Powerpoint, Teleprompting, Client interfacing

EDUCATION

Visual Communication | California Institute of the Arts, Valencia, CA

Digital Video Production | American Film Institute, Hollywood, CA