

# Daniel Mora

## Social and Media Relations Photographer

### Experience

#### LifeSize Communications

A division of Logitech  
Nov 2010 - Present

Working in the marketing department I coordinated with our social marketing staff to set up and broadcast interactive remote-video conferences between K-12 students and learning institutions such as museums, zoos, and research facilities to allow students to see work being done by these organizations. These events helped connect children with their studies by reinforcing their curriculum in direct connection to real world projects and organizations for which they were studying in class. The interactive events were used as live Q&A sessions as well as lectures in which instructors and teachers could provide in-depth information and opportunities not otherwise available to the students.

#### City of Austin

Health and Human Services  
Feb 2006 - Oct 2010

Under the Health and Human Services Department with the City of Austin, I was in charge of media and web presence. I maintained the department website and social connections to provide the citizens with news and information regarding outreach projects, such as Pandemic Influenza information sessions, animal adoption and spay/neuter events, as well as emergency management and notifications. I coordinated with fellow staff to provide content and updates for the website, and answered media questions for local news outlets. Participated in project management training and emergency response, as my position was funded by a federal grant for counter-terrorism and emergency preparedness.

#### Apple Computer Inc

Customer Service and Support  
Oct 1998 - Feb 2002

At Apple Computer I started in customer service where I learned skills for dealing with the public, including negotiation, conflict resolution, and setting expectations. I dealt with a number of customers covering a range of issues and offered solutions and issue resolution. I was promoted to tech support after a while where I began my training regarding media technology, such as applications and hardware usage, and troubleshooting. I assisted in the creation of certification tests for which all Apple Store "Geniuses" must now take in order to be qualified to troubleshoot Apple hardware and software. I was then promoted to assist in opening the first Apple retail store in Miami where I worked for a number of months.

### Skills

Photography  
Videography  
Lighting  
Portraits  
Interviews

Graphic Design  
Web Design  
Branding  
Storyboarding  
Web Programming

Photoshop  
Lightroom  
InDesign  
Illustrator

Premier  
Final Cut Pro  
Microsoft Office  
Adapter

### Applications

### Accolades

#### The Macallan

"Masters of Photography: Annie Leibovitz Edition"

Chosen "Best of the Rest: Top 50"  
Summer 2012

#### Eagle Scout

May 1996

#### The Gelatin Silver Show

Photography Exhibition  
May 2010

#### Mac Genius

Apple Certified Repair Tech

### Education

#### Texas State University

BFA - Communication Design  
BFA - Photography  
Dec 2013