

RUBEN A. MORALES JR.

EXECUTIVE LEADER | SALES · OPERATIONS · MARKETING · BUSINESS DEVELOPMENT · PRODUCTION

Coral Springs, FL · 516-650-0900 · RubenMoralesJr@gmail.com

linkedin.com/in/rubenmoralesjr · Portfolio: qrco.de/MoraleVisual

EXECUTIVE PROFILE

Entrepreneurial executive with 20+ years across sales, business development, operations, hospitality, growth marketing, and professional media production. Experienced in building client relationships, developing revenue opportunities, implementing KPI-driven systems, and leading teams while working directly with owners and decision-makers. Combines business strategy with a strong creative eye for photography, videography, content creation, live television, and brand storytelling.

CORE LEADERSHIP & EXPERTISE

Sales & Business Development · Operations Leadership · Revenue Growth · Multi-Location Management · Client Acquisition & Account Management · Growth Marketing · KPI Implementation · Hospitality Operations · Team Leadership · Live & Studio Production · Project Management · Creative Direction · Photography · Videography · Content Strategy

PROFESSIONAL EXPERIENCE

Morale Visual Productions

2010-Present

Founder & Executive Producer / Creative Director

Lead a full-service creative, marketing, and production business serving corporate, hospitality, healthcare, construction, and event clients. Manage business development, sales, client relationships, budgets, creative teams, and projects from concept through delivery while producing commercial photography, video, branded content, and digital marketing campaigns.

Innov8ive Group

2005-Present

Revenue-Share Partner | Sales, Marketing & Management

- Lead sales, marketing, business development, and management for a revenue-share venture focused on digital interactions, immersive technology, conferences, trade shows, and production experiences.
- Develop client and partner opportunities, shape commercial and creative strategy, and support execution across digital, web, branding, experiential, and live-event initiatives.

La Bamba Restaurant Group

Sep 2025-May 2026

Director of Operations & Marketing

Directed operations and marketing across six restaurant locations. Implemented KPI dashboards and Per Person Average (PPA) tracking, led content and digital marketing efforts, and partnered directly with ownership to strengthen accountability, guest experience, operational efficiency, and revenue performance.

RUBEN A. MORALES JR.

PROFESSIONAL EXPERIENCE, CONTINUED

Catholic Faith Network (CFN), formerly Telecare

Jan 2002-Sep 2023

Broadcast Production | Uniondale, NY

Supported live in-studio television productions, religious services, and off-site events for more than 21 years. Served as Production Assistant, live studio Camera Operator, PTZ Camera Operator, technical switcher, audio support, and Avid Video Editor. Operated six-camera PTZ configurations and multi-camera switching systems and supported complete field-production setup, breakdown, and live event execution.

ENTREPRENEURIAL & SALES LEADERSHIP

Restaurant Owner / Operator | 2010-2018 - Managed operations, staffing, sales, marketing, vendors, customer experience, and business performance.

Nightclub Owner / Operator | 2010-2015 - Led hospitality operations, events, promotions, staffing, sales, and guest experience.

Mortgage & Financial Services Sales | 2002-2010 - Consultative sales, client acquisition, relationship management, business development, and revenue generation.

EDUCATION

Hofstra University

Sep 2000-May 2004

Bachelor of Science, Communications (TV Production) | Minor in History

TECHNOLOGY · CRM · AI · PRODUCTION

CRM & AI: Salesforce · GoHighLevel / HighLevel · CRM Pipeline & Lead Management · ChatGPT · Generative AI · Workflow Automation · Lead Follow-Up Automation

Production & Business: Avid Editing Systems · Multi-Camera Production · PTZ Camera Systems · Video Switching · Live Audio · Blackmagic ATEM · Adobe Creative Cloud · Final Cut Pro · Lightroom · Canon Professional Systems · Meta Business Suite · Google Business Profile · WordPress · Canva · Microsoft 365 · Google Workspace