



# Gabriela Morales González

## PHOTOGRAPHER

Senior Manager Photography & Design

## EDUCATION

- 10/15 – 03/19 Bachelor of Arts, Photography  
design akademie berlin  
SRH Hochschule für Kommunikation und Design
- 2013 – 2015 German School South Campus in Mexico City  
(junior and senior years of high school, graduated  
with an Abitur high school diploma)
- 2012 – 2013 BORG Linz in Linz, Austria  
(sophomore year of high school)
- 2003 – 2012 German School South Campus in Mexico City  
(elementary & middle school)



### CONTACT:

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Otto-Suhr-Allee 26  
10585 Berlin



### PERSONAL INFORMATION:

Birthday: 08. January 1996

Birthplace: Mexico City, Mexico



### LANGUAGES:

Spanish



German



English



## WORK EXPERIENCE

- Since 02/2025 Senior Photographer - Manager Design, Creative & Conception  
Carry-On Publishing
- Head of photography department
  - Art direction & content conception
  - Campaign planning
  - Lighting setup
  - Photography & video production
  - Image editing: color correction & retouching
  - Video editing: cutting & color correction
  - Graphic design
- 07/22 – 02/25 Photographer - Manager Design, Creative & Conception  
Carry-On Publishing
- Art direction & content conception
  - Lighting setup
  - Photography & video production
  - Image editing: color correction & retouching
  - Video editing: cutting & color correction
  - Graphic design



## SOFTWARE SKILLS

### Photography & Postproduction:

Capture One  
● ● ● ● ●

Lightroom  
● ● ● ● ○

Photoshop  
● ● ● ● ○

### Video & Animation:

Premiere Pro  
● ● ● ● ○

DaVinci Resolve  
● ● ● ○ ○

After Effects  
● ● ○ ○ ○

Cinema4D  
● ● ○ ○ ○

### Design:

InDesign  
● ● ○ ○ ○



## INTERESTS:

Music

Fine Arts

Travel

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01/21 – 07/22 Junior Photographer - Manager Design, Creative & Conception

Carry-On Publishing

- Lighting setup
- Photography & video production
- Image editing: color correction & retouching
- Video editing: cutting & color correction
- Graphic design

01/20 – 12/20 Trainee Photographer - Design, Creative & Photography

Carry-On Publishing

- Lighting setup
- Photography production
- Image editing: color correction & retouching

04/17 – 08/17 Photo assistant internship

with photographer Laura Morgenstern  
in Berlin/Mannheim

- Lighting setup
- Runner for photography productions
- Image editing: color correction & retouching
- Continued assistant photography tasks after internship period ended

## ABOUT ME & MY MOTIVATION

I am a responsible and motivated person, who is always willing to learn new skills. As the head of a photography department, my focus lies on bringing concepts to life by managing projects and being deeply involved in every stage of the creative process. Through my experience in advertising and content creation, I acquired an integral understanding of visual storytelling within a professional and commercial context, as well as a strong sense of brand identity. I enjoy teamwork and I approach it with open communication and close collaboration. In a new position I aim to further develop my leadership skills and my passion for photography, video and design.