

GREGORY FERRARO

EXPERIENCE

Founder and Creative Director GF Creative House *May 2026-Present*

Founded and leads an independent creative production house specializing in photography, video production, branding, web design and strategic communications. Partnering with businesses, organizations and professionals to develop creative solutions to strengthen brand identity, elevate engagement and bring projects from concept to completion through strategic storytelling and creative direction.

Designer, Writer, Photographer i-candy zine *May 2026-Present*

Contribute to the publication's creative and editorial vision through design, photography and written work, helping shape content from concept to publication. Working alongside a diverse collective of independent creatives to craft engaging stories and visual experiences that amplify artistic expression, strengthen the publication's identity and connect with audiences across both digital and physical platforms.

Branding & Editorial Director Prestige Auto Upholstery *Jan 2018-Present*

Support the long-term branding, marketing and creative development of a family-owned business through promotional materials, photography, pricing structures and customer-facing communications. Contributing to the company's public identity through strategic brand direction while leading the development of a magazine documenting its history, craftsmanship and legacy for clients, industry peers and future generations.

Managing Editor & Photo Director ProComm Magazine *Jan 2026-May 2026*

Led the editorial and creative development of the College of Communications' promotional magazine, directing content strategy, storytelling, photography, design and production from concept through publication. Collaborated directly with the Dean of the College to ensure the magazine represented the institution while overseeing contributors, establishing creative direction and coordinating distribution of 2,000 printed copies.

Business Journalism Intern Insurance & Claims Journal *Jan 2026-May 2026*

Researched, reported and produced business journalism covering insurance, risk management, litigation and industry developments for a national readership. Analyzed complex information, identified relevant angles and transformed technical subject matter into accessible reporting while developing expertise across multiple sectors of the business and insurance landscape.

Creative Director & Marketing Director Tusk Magazine *Aug 2025-May 2026*

Directed a team of creatives guiding the lifestyle magazine's creative vision, promotional strategy and audience engagement efforts while maintaining consistency across editorial, visual and marketing initiatives. Coordinated events, branding campaigns and design production that strengthened publication visibility, fostered reader engagement and supported the magazine's identity across print and digital platforms.

Communications Director The Rotaract Club of CSUF *July 2025-May 2026*

Co-founded the organization and established its communications, promotional and visual storytelling initiatives to strengthen community engagement and expand visibility. Through photography, media production, event promotion and outreach, helped build relationships with nonprofits and local partners while supporting service projects that generated meaningful impact throughout the community.

Reporter, Photographer & Source Liaison The Daily Titan *Jan 2025-May 2026*

Produced reporting, photography and multimedia content covering campus and community issues while developing relationships with organizations, faculty and local stakeholders. Consistently translated interviews, events and emerging stories into accurate, engaging coverage that informed audiences and strengthened connections between the newsroom and the communities it served.

Guest Experience Coordinator Olive Garden Buena Park *Nov 2022-Feb 2024*

Supported guest experience and restaurant operations in a high-volume hospitality environment by coordinating seating, assisting guests and maintaining service flow throughout the restaurant. Collaborated with front- and back-of-house teams to ensure efficient operations, address guest needs and deliver a welcoming dining experience while contributing to consistent service standards during busy shifts.



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ABOUT ME

I'm a multidisciplinary professional driven by a passion for storytelling, collaboration, and creating memorable experiences. With experience across hospitality, communications, media, branding, production, and event environments, I bring a versatile perspective to every project. By combining creative insight with organized execution, I help build strong relationships, support impactful initiatives, and contribute to experiences that engage audiences and strengthen brands.

EDUCATION

Bachelor of Arts in Communications: Journalism

California State University, Fullerton

Minor in Philosophy

Minor in Business: Entertainment & Hospitality

2022-2026

Digital Media Certification

California State University, Fullerton

2025

Project Management

Google Coursera

2022

SKILLS

Guest Experience	Creative Direction
Public Speaking	Visual Design
Event Production	Photography
Creative Leadership	Adobe Creative Suite
Relationship Building	Microsoft Office Suite
Branding and Marketing	Video/Audio Production
Strategic Communications	Canva, CapCut, ProCreate
Outreach and Networking	Physical Media Production
Creative Problem-Solving	Digital Media Production
Project Management	Interior & Set Design