



SUMMARY

After completing an MBA in Marketing, I am ready to utilize and apply my varied experience in the General and Multicultural markets by leveraging my skills and knowledge towards a strategic marketing role. I have a wide range of experience that provides the versatility of working in any number of contexts producing branding campaigns, marketing and business plan development, project management, and creative/account strategy.

I am highly motivated and ready to join a dynamic, collaborative group, and grow with a career opportunity as I share knowledge and passion for brand strategy, consumer behavior/insights, and consumer goods marketing. This is paired with a keen eye and natural attraction to qualitative creativity, as reflected in a history as an art director.

PROFESSIONAL SKILLS

Research and Planning

- As a consultant, conducted market analysis for Exclaim Entertainment's Boz the Green Bear, creating a marketing and business plan that resulted in identifying two new consumer segments for their product(s) with a strategy potential of 15% growth

Business Development

- As a consultant, produced a business development plan for Logan Neitzel Design (fashion Industry), including a marketing and business plan, marketing materials for direct marketing, collateral, PR, and branding campaigns

Project Management

- While at Levenson & Hill, led an initiative to streamline the production process for Bestway Rent-to-Own circular print projects, resulting in an approximate 15% reduction in overall process time and printing costs
- While at Legion advertising, commissioned an update and maintenance project for the agency infrastructure, resulting in an approximate 30% decrease in agency downtime and 18% increase in system data throughput and communications with its satellite office
- While at Levenson & Hill, handled all creative aspects of the employee procurement program for Greatwide logistics, including media buys, trade show collateral, and new-hire legal and employment package presentation documents

Creative Strategy

- As a consultant, coordinated and conceptualized all aspects of Corliss Stone-Littles re-branding project, while overseeing the finalization of all production (collateral and web) resulting in a modernized branding system, moving CSL in alignment with current marketing trends
- While at Legion advertising, was solely responsible for creative strategy, conceptualization, and production of Qwest Communication's QwestFest customer appreciation concert program, creating promotion and collateral materials that helped increase Hispanic cell phone consumer accounts by 12%

Other skills and competencies:

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| • Brand strategy and positioning | • Computer literacy |
| • Marketing management | • Analytical and creative problem-solving |
| • Consumer and psychographic profiling | • Multi-cultural understanding |
| • Communications | • Conversational level Spanish |
| • Proficient verbal and written | • Print and Website layout and design |
| • Qualitative and quantitative vision | |



PROFESSIONAL EXPERIENCE

Marketing Consultant *Freelance* · Dallas, TX / New York, NY **01/07 – Present**

- Created marketing, advertising, and collateral materials that helped improve brand awareness for clients: Logan Neitzel Design, Corliss Stone-Littles, Exclaim Entertainment, and Pasión Tricolor
- Conducted market analysis, developed marketing and business plans, marketing materials (direct marketing, collateral, PR), project coordination, and project conceptualization

Art Director *Levenson & Hill* · Dallas, TX **06/05 – 12/06**

- Created and led numerous creative collateral and advertising campaigns for various Fortune 500 companies: Greatwide Logistics, Zales Jewelers, and Michael's Stores. Other accounts: One Arts Plaza, RU Vodka, YWCA, Communities in School, Myerson Symphony Center, and Boston's Pizza
- Coordinated projects, in both team and autonomous settings, and spearheaded numerous creative projects

Art Director / IT Coordinator *Legion Advertising* · Arlington, TX **10/03 – 06/05**

- Designed and led numerous collateral, advertising and media creative campaign projects for various Fortune 500 Companies: such as Bimbo Bakeries USA (Marinela), Qwest Communications, and Miller Brewing. Other account: Dallas Mavericks, Bass Performance Hall, Dallas Symphony Orchestra, and the Denver Zoo
- Conceptualized and implemented creative strategy, managed and coordinated IT projects and personnel, and utilized various creative and analytical problem-solving techniques in both group and self-directed settings

ADDITIONAL EXPERIENCE

Creative Services *Freelance* · Austin, TX **10/01 – 09/03**

Art Director *Rives Carlberg* · Houston, TX **09/00 – 09/01**

- Other account experience: Compaq, the Houston Texans, BBBS-Houston, the Dallas Mavericks, Attune Technology, You've Got it Maid
- Honorable Mention – Houston ADDY Awards, 2001.

EDUCATION

Master of Business Administration in Marketing **05/11**

University of North Texas · Denton, TX

- Marketing studies are focused in Consumer Behavior and Marketing Management
- Completed course work in Marketing Management, Market Analysis, and Consumer Behavior, significantly contributing to knowledge in Strategic Brand Analysis and Positioning

Bachelor of Fine Arts in Communication Design **06/00**

Southwest Texas State University · San Marcos, TX

- Studies focused in advertising and communications
- Dean's List, 1999 – 2000, three consecutive semesters leading up to graduation
- Ralph Memorial Award – Creative Summit, 2000
- Honorable Mention – Dallas Society of Visual Communications, 1999