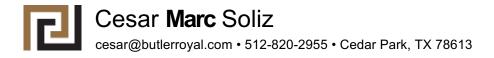


CURRICULUM VITAE

A History of Creating Consumer Connections

Lmsl



10+ years of conceptual and marketing experience, backed with an MBA in Marketing and a BFA in Communication Design

PROFESSIONAL SKILLS

Project Management

- Led initiative to streamline production process for circular print projects, estimated results of 15% reduction in overall process time and printing costs
- Commissioned IT update and maintenance projects for agency infrastructure, estimated results of 30% decrease in agency downtime, 18% increase in system data throughput and communications
- Handled creative aspects of employee procurement programs with media buys, trade show collateral, and new-hire legal employment package presentation documents

Research and Planning

- Conducted market analysis, created marketing and business plan that resulted in identifying two new consumer segments for product(s) with a strategy potential of 15% growth
- As a Realtor, conducted research and planning resulting in over \$4M in sales
- Preliminary research resulting in a complete rebranding project, and self marketing materials

Creative Strategy

- As a consultant, coordinated and conceptualized all aspects of rebranding, while overseeing the finalization of production (collateral and web) resulting in a modernized branding system
- Solely responsible for creative strategy, conceptualization and production, creating promotion and collateral materials that helped increase Hispanic consumer accounts by 12%

Business Development

• As a consultant, produced and developed a business plan, including materials for direct marketing, collateral, PR, and branding campaigns

Client Relations

- · As an Art Director worked directly with clients to ensure proper messaging and project guidelines
- Knowledge and use of Customer Relations Management (CRM) programs and software
- As a realtor, developed various working relationships that have resulted in over \$4M in sales

Other skills and competencies

- Brand strategy and positioning
- Marketing management
- Consumer and psychographic profiling
- Syndicated data analysis
- Qualitative and quantitative vision
- Analytical and creative problem-solving
- Computer literacy
- Communications
- Print and web layout and design
- Community volunteerism
- Multi-Cultural understanding
- Bi-lingual Spanish



PROFESSIONAL EXPERIENCE

Marketing Consultant

Created marketing, advertising, and collateral materials that helped improve brand awareness for clients: Logan Neitzel Design, Corliss Stone-Littles, Exclaim Entertainment, and Pasión Tricolor

Freelance · Dallas, TX / New York, NY

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 20

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

Art Director / IT Coordinator

- Legion Advertising · Arlington, TX 20 2003 - 2005Designed and led numerous collateral, advertising and media creative campaign projects for Fortune 500 Companies including: Bimbo Bakeries USA (Marinela), Qwest Communications, Miller Brewing, 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

Realtor

JBGoodwin REALTORS[®], Round Rock, TX

- Negotiated for clients that resulted in over \$4,000,000 in home sales
- Developed Butler Royal Group branding
- Created marketing and presentation materials

ADDITIONAL EXPERIENCE

Technology, You've Got it Ma	Freelance · Austin, TX Rives Carlberg · Houston, TX , Houston Texans, BBBS-Houston, Dallas Maverick id – Houston ADDY Awards, 2001	2001 – 2003 2000 – 2001 as, Attune
EDUCATION		
Master of Business Administration in Marketing		2011

University of North Texas · Denton, TX

- Marketing studies 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

Southwest Texas State University · San Marcos, TX

- Studies focused in advertising and communications ٠
- ٠ 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

2007 - 2012

2005 - 2006

2013 - 2017

2000