



# **CURRICULUM VITAE**

**A History of Creating  
Consumer Connections**

*L. M. S.*



# Cesar Marc Soliz

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## 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



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## PROFESSIONAL EXPERIENCE

**Marketing Consultant** Freelance · Dallas, TX / New York, NY **2007 – 2012**

- 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 20 **2005 – 2006**

- 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 – 2005**

- Designed 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** JBGGoodwin REALTORS®, Round Rock, TX **2013 – 2017**

- 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

**Creative Services** Freelance · Austin, TX **2001 – 2003**

**Art Director** Rives Carlberg · Houston, TX **2000 – 2001**

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

## 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** **2000**

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