



Proven senior marketing and creative professional with over 15 years of experience in marketing leadership, art direction, brand management, design, community outreach, customer segmentation and social media.

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### Objective

To obtain a creative marketing executive position in a growth-oriented company that fosters both creativity and community development in a challenging and rewarding environment.

### Education

Arizona State University (ASU)

- Masters in Nonprofit Management (MNPM)

University of Texas at El Paso (UTEP)

- Bachelor of Arts in Communication/Media Advertising
- Bachelor of Arts in Graphic Design

University of Advancing Technology (UAT)

- Digital Media and Multimedia Certification

### Skills

**Management:** Nine years of management experience leading marketing and design teams in fast-paced, performance-driven environments.

**Marketing:** Over 15 years of experience creating brand identity, tactical marketing campaigns and materials for diverse segments including the Hispanic market.

**TV Production/Editing:** Expertise in editing and directing video using audio, still photography and live footage.

**Photography:** Professional photographer in commercial, residential, landscaping, sports, portrait, product and digital fields.

**Programming Languages:** HTML, CSS and JavaScript, content management programs: PLONE, DRUPAL, Word Press

**Software:** Adobe Creative Suite, In-Design, Photoshop, Illustrator, Dreamweaver, Adobe Go Live, Microsoft Office.

**Multimedia:** Interactive presentations, animated websites and interactive DVDs.

**Design:** Creative insight in high-pressure situations and unique solutions for image and brand creation.

**Community Involvement:** Active board member for the Herberger Theater Center, Artist Mentor at Free Arts of Arizona, mentor for The ASU Obama Scholarship Program, committee member with The National Multiple Sclerosis Society – Arizona Chapter, volunteer for Toys for Tots and Habitat for Humanity, Member of the Hispanic Chamber of Commerce, board member and Communications Chair at the ASU Chicano/Latino Faculty & Staff Association and board member of the Latin American Art Alliance by the Phoenix Art Museum.

**Bicultural and Bilingual:** Fully literate and proficient in English and Spanish.



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## Work Experience

### **ASU Foundation for a New American University**

Senior Director of Strategic Marketing & Design

| October 2013 to Present

- Develop and oversee all creative for ASU Foundation including print, digital and out-of-home design utilizing the latest trends and technology.
- Lead the annual communications planning activities with internal and external clients and develop and propose marketing communications strategies within budget.
- Oversee execution of the Foundation's marketing efforts, including development of an annual advertising plan.
- Coordinate with editorial services on the development, design and publication of all printed materials and electronic communications.
- Conduct data analysis on past donor retention campaigns to identify new strategies for obtaining future prospects.
- Manage and mentor the Development Communications creative team, which includes web and print designers, student workers and coordinators.
- Assist in the conceptualization and creation of social media campaigns including Mark-it-Day, a viral, guerrilla campaign that engaged student, faculty, staff and alumni donors and resulted in a 150% YOY increase in donations.
- Provide marketing support for Foundation events and programs such as Women & Philanthropy, President's Club and Sun Devil Athletics.
- Streamlined department workflow with online tools and a refined creative process, leading to stronger, more cohesive campaigns.
- Manage and approve outside production vendors, freelance workers and agencies to support the organization's goals and assure consistency with the ASU Foundation brand.
- Design successful email campaigns by utilizing business intelligence, AB testing and dynamic content.
- Build strong relationships with internal and external clients, as well as executive leadership, in order to position the Development Communications team as a resource.

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## Work Experience

### **Arizona State University - Downtown Phoenix Campus - College of Public Programs**

Director of Strategic Marketing & Design

| July 2006 to October 2013

- Built and maintained brand identity for the College of Public Programs and the Downtown Phoenix campus in order to be distinct from competitors yet reflective of the guiding principles of the college and the overall branding of ASU.
- Led and directed the marketing and design departments, which were responsible for creating marketing campaigns promoting the college and recruiting students.
- Created and designed strategic content and collateral materials.
- Managed the team responsible for the social media efforts of the college and devised new ways to engage students.
- Worked cross-functionally with the Office of the Dean, the college's four academic schools and 15 unique centers to create individual branding and targeted campaigns.
- Managed and developed all marketing strategies for the Hispanic market.
- Worked closely with the Development, Student Affairs, Recruitment and Retention departments to research and promote the college and its goal of attracting new donors and students.
- Oversaw the functionality, content, design and enhancements of all the college's websites.
- Developed websites and online content for all units in the college as well as trained staff on content management solutions.
- Provided technical consultative suggestions and recommendations to users for continued enhancements to web content and informational sections of the website.

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## Work Experience

### **Coldwell Banker Success Realty**

Manager of Web Development & Graphic Design

| July 2001 to 2006

- Managed the corporate identity and web design for the entire Coldwell Banker Family of Companies including mortgage, relocation and development divisions.
  - Worked on marketing high-end properties and creating tailored advertising campaigns to fit the needs of several internal clients.
  - Responsible for executing and creating bilingual campaigns for Coldwell Banker Exito, the company's Spanish division.
  - Collaborated with the marketing team to produce Southwest Living and Previews International, two unique monthly magazines.
  - Provided the art direction, layout and design of newspaper ads featured in the Arizona Republic and The New York Times as well as ads featured in strategic magazines throughout the Southwest.
  - Designed the company's website and intranet, which included creating interactive and animated microsites and working directly with programmers.
  - Supervised the overall Hispanic marketing strategy, brand identity and community relationships.
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## Work Experience

### **Motorola Semi-Conductor Product Sector**

Webmaster/Senior Graphic Designer

| January 2000 to May 2001

- Designed and developed content and layout of internal websites for several departments at Motorola.
  - Responsible for Hispanic marketing efforts to maximize advertising impact in campaigns, advertisements with public relations and many other areas of the company.
  - Edited content and maintained quality graphic standards on all internal websites.
  - Interacted with clients to gather requirements and coordinated with developers to complete each project.
  - Designed and produced materials such as posters, brochures, letterhead, magazines and newsletters.
  - Provided assistance with image building design strategies for different products.
  - Worked closely to build relationships with different print vendors.
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## Awards & Community Involvement

- Board Member – Herberger Theater Center 2015
- Board Member – Latin American Art Alliance by the Phoenix Art Museum 2012-2014
- Board Member – ASU Chicano/Latino Faculty & Staff Association 2010-2015
- Invited Auction Artist – ASU Hispanic Business Association 2010-2015
- Artist Mentor – Free Arts of Arizona 2010-2015
- Recipient of the ASU CLFSA Dr. Christine Marin Staff Award for professional outreach to Latino youth, leadership and the community. 2014
- Committee Member – National Multiple Sclerosis Society, AZ Chapter 2009-2015
- Leadership Mentor – ASU Obama Scholar Program 2010-2013
- Board Member – ASU Downtown Leadership Council 2009-2013
- Board Member – ASU Community Coordination Group Downtown 2009-2013
- '40 Hispanics Leaders Under 40' Recipient 2011
- ASU American Dream Academy 'Excellence Award' Recipient 2011
- Arizona State Senate Certification Community Recognition 2007
- Valle del Sol Hispanic Leadership Institute (HLI) Graduate 2007
- Coldwell Banker Customer Service Award Recipient 2002-2004
- Motorola 'Bravo Award' Recipient 2000
- UTEP Student Publications 'Creative Excellence Award' Recipient 1998

## Recent Websites

- [asufoundation.org](http://asufoundation.org) • [copp.asu.edu](http://copp.asu.edu) • [scrd.asu.edu](http://scrd.asu.edu) • [sirc.asu.edu](http://sirc.asu.edu) • [lodestar.asu.edu](http://lodestar.asu.edu) • [cabhp.asu.edu](http://cabhp.asu.edu)
- [iussalaw.com](http://iussalaw.com) • [TLCcaring.com](http://TLCcaring.com)

## Referrals

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