césar **marc** soliz

www.interrm.com • marc@interrm.com • 917-484-2630 • 303 E 83rd St, 15H New York, NY 10028

EDUCATION

MBA – Marketing
University of North Texas
July 2011

BFA – Comm. Design
Texas State University
June 2000

RELEVANT SKILLS

Project Management
Analytical and creative problem-solving
Consumer and psychographic analysis
Creative strategy
Strategic thinking

Multi-cultural Understanding
Experience in General and Hispanic markets

Communication Literacy
Proficient verbal and written
Microsoft Office suite
Adobe Design suite
HTML, CSS, XML, Javascript, Flash
Mac and/or PC

Languages
English
Spanish

AFFILIATIONS

National Society of Hispanic Professionals, NSHP, 2007

American Marketing Association – NY, 2008

WORK EXPERIENCE

Marketing Consultant

Freelance **New York, NY** **01/07 – Present**

Created strategic advertising and collateral materials for various clients that helped improve brand awareness, utilizing analytical and creative problem-solving techniques to arrive at creative client solutions

- Business development initiative for Logan Neitzel (fashion Industry), including marketing and business plan, marketing materials (direct marketing, collateral, PR), and branding
- Coordinated all aspects of Corliss Stone Little, LLC re-branding project. Created conceptual work, and oversaw finalization of all aspects of production. Resulted in a modernized branding system that moved CSL, LLC into a new era in alignment with current marketing trends
- Conducted market analysis for Exclaim Entertainment, LLC.'s Boz the Green Bear. Created a marketing plan, and business plan development that resulted in Identifying two new consumer segments for their product(s) with a strategy potential of 15% growth

Art Director

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

Created and led numerous strategic collateral and advertising campaigns for various Fortune 500 Companies such as Greatwide Logistics, Zales Jewelers, and Michael's Stores. Other accounts included One Arts Plaza, RU Vodka, YWCA, Communities in Schools, Myerson Symphony Center, Hoffman-La Roche, and Boston's Pizza

- Led initiative to streamline production process for Bestway Rent-to-Own circular print projects. Analyzed process from initial concept to completion, ultimately resulting in an approximate 15% reduction in overall process time and printing costs

Art Director / IT Coordinator

Legion Advertising **Arlington, TX** **10/03 – 06/05**

Designed and led numerous tactical collateral, advertising and media campaign projects for various Fortune 500 Companies such as Bimbo Bakeries USA, Qwest Communications, and Miller Brewing. Other client accounts included Dallas Mavericks, Marinela, Bass Performance Hall, Dallas Symphony Orchestra, and the Denver Zoo

- Took lead on creative initiative for Qwest Communication's QwestFest customer appreciation concert. Solely responsible for creating all concept and design for all promotional materials and advertising announcements. Resulted in a 12% increase in Hispanic cell phone customers.
- Managed and coordinated efforts of various contract service IT personnel for purposes of maintaining agency's information technology infrastructure
- Took initiative to properly update and maintain agency's aging infrastructure which resulted in an approximate 30% decrease in agency downtime and 18% increase in system data throughput and communications with in home office and its satellites while increasing overall capacity

Art Director

Freelance **Austin, TX** **6/00 – 09/03**

Created design work for various clients and agencies, using analytical and creative problem-solving techniques in order to arrive at creative solutions that solved marketing and advertising issues for clients such as Qwest, Compaq, and the Dallas Mavericks

- Other accounts included Houston Texans, and BBBS Houston
- Level of work resulted in full-time job offer with Legion Advertising