



**PROFESSIONAL EXPERIENCE and ACCOMPLISHMENTS** cont.

Art Director (freelance) CS Art Direction · Austin, TX 10/2001 – 09/2003

- Created design work for various clients and agencies
- Used analytical and creative problem-solving techniques in order to arrive at creative solutions that solved marketing and advertising issues for clients such as Qwest, and the Dallas Mavericks
- Level of work resulted in full-time job offer

Art Director Rives Carlberg · Houston, TX 09/2000 – 09/2001

- Was leading Art Director for Compaq collateral account.
- Other accounts included Houston Texans, and BBBS Houston
- Collaborated, designed and created point-of-purchase and sales tool materials for in-store use that resulted in solving sales personnel issues and ultimately increasing sales

**OTHER SKILL POINTS**

- **Multicultural:** conversational level Spanish
- **Communication Literacy:** proficient verbal and written skills in Word, Xcel, and Powerpoint
- **Layout and Design:** Illustrator, Photoshop, InDesign, Quark XPress, Dreamweaver, HTML, XML, Javascript, and Flash

**EDUCATION**

University of North Texas · Denton, TX

**Master of Business Administration in Marketing** Expected 12/2010

- Marketing studies are focused in Consumer Habits and Analytics
- Currently attending with only four online classes remaining
- Completed course work Marketing Management, Market Analysis, and Consumer Behavior, which has significantly contributed to my knowledge in Strategic Brand Positioning

Southwest Texas State University · San Marcos, TX

**Bachelor of Fine Arts in Communication Design** 06/2000

- Studies focused in advertising communications
- Placed on dean's list three consecutive semesters leading up to graduation

**AFFILIATIONS**

**New York American Marketing Association**, NYAMA, 2010. The principal community for marketing professionals across all industries and marketing disciplines in the New York area.

**National Society of Hispanic Professionals**, NSHP, 2007. NSHP is the premier networking organization for professionals wishing to make cross-functional connections with others in their own, as well as other industries.

**HONORS**

Honorable Mention, Houston ADDY Awards, 2002

Ralph Memorial Award, Creative Summit, 2000. Student award show with invitations extending to universities throughout Texas, Oklahoma, and Louisiana.

Dean's List, University of North Texas, 1998 to 2000.

Honorable Mention, Dallas Society of Visual Communications, 1999. Student edition of annual awards show in Dallas, TX.