



Luis Madrid
Digital Marketer
Creative Art Director

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Objective

Digital Marketer / Creative Art Director

Education

Bachelor of Fine Arts - Communication Design
Texas State University San Marcos (2012)

Experience

Creative Art Director, Six Pack Shortcuts

2014 - 2016

As head of the design department, I was responsible for creating all client facing graphics and websites. Big emphasis on optimizing conversions and indentifying new revenue streams. My department worked hand in hand with various departments to help attain ROI goals across multiple areas of the company.

I have helped the company grow from 4 million to 25 million in revenue over the past 2.5 years. Proven Internet Marketing Strategist with a healthy mix of innovative ideas to keep growing.

Senior Graphic Designer / Project Manager, Ignite360

2013 - 2014

Responsibilites as a Designer/Project Manager/Developer included meeting with clients to achieve clear communication and art direction. Managing client interaction from concept to production. Developing websites and implmenting custom solutions and technologies to fulfill clients requirements and esure customer satisfaction.

Marketing Media Manager/Graphic Designer

Boys & Girls Clubs of South Central Texas

2012 - 2013

Integral part of Marketing & Media Department. Responsible for designing, developing and implementing online marketing campaigns. Graphic Design included conceptualization, creation and production of all print/digital media along with website maintenance & development. Helping the organization build and maintain a consistent brand image and manage online accounts.

Graphic Designer, Texas State University

Office of Community Relations

2010 - 2011

Responsibilities included redesigning and updating all print and digital media to be more effective. Converting files from outdated software to Adobe InDesign. Producing event invitations and email newsletters.

Additional Skills

Adobe Creative Suite (psd, ai, indd)
Content Management Systems (Wordpress)
Email Marketing Platforms (Constant Contact, Maropost, Interspire)
Proficient in Web Design (HTML/CSS)
Experience with php web apps. (Laravel, Code Igniter, php5)
Project Management and Team Building
Internet Marketing Systems (Affiliate, Email, PPC, Social, Media Buys)

Highlights

Great Communication Skills
Fast Learner
Hard Worker
Attention to Detail
Bilingual (English/Spanish)