

EDUARDO MARTINEZ, MBA

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SUMMARY

Senior Creative professional with more than 15 years of experience. My passion is problem-solving through empathy. I provide a creative, innovative, and forward-thinking leadership. Deliver due diligence of creative services project management, visual communication strategy, and advocacy for user experience and accessibility. Fluent in English and Spanish. Currently looking to advance my career and grow my knowledge in creative services and user experience.

PROFESSIONAL EXPERIENCE

▼ THE UNIVERSITY OF TEXAS RIO GRANDE VALLEY Ⓞ EDINBURG, TX

JUL 2015-PRESENT **COMMUNICATIONS COORDINATOR** / Student Life and Dean of Students

Responsibilities:

I currently serve as the in-house Subject Matter Expert for brand compliance, creative services management, and strategy consulting on user experience, social media, and the web.

Selected Highlights:

- Designed and maintained websites content quality and accessibility, in collaboration with university partners using *SitelImprove*. I have been responsible for overseeing all departmental web presence for the Student Life area for over 7 years.
- Led the transition of all Student Life departments' websites from our legacy institution (UTPA) into the new one (UTRGV). Made recommendations to directors and program coordinators of changes needed to ensure strategic alignment.
- Monitored, analyzed, and interpreted web metrics for directors and program coordinators to ensure content aligned with strategic goals both departmental and university-wide.
- Collaborated with software developers to assess and build a web app for emergency funds.

▼ FIBERIO TECHNOLOGY CORPORATION Ⓞ MCALLEN, TX

FEB 2012-JAN 2015 **MARKETING & COMMUNICATIONS MANAGER** / VP Marketing & Business Dev.

Responsibilities:

Responsible for all marketing and communication-related activities as well as visual communication including branding, creative services production/management, and marketing strategy.

Selected Highlights:

- Monitored status and ensured compliance of registered and non-registered trademarks. This task also included reviewing and creating visual interpretations for patents.
- Planned and executed campaigns via e-mail and social media.
- Produced Press releases published on industry-related journals and Internet outlets.
- Produced photography and video for marketing and technical documentation purposes.
- Designed and produced creative items including sample packaging for nanofiber samples, trade show booth, product and services logos, sales toolkits, product technical sheets, and more.
- Responsible for trade show pre-exhibition promotional campaigns and exhibition logistics.

▼ THE UNIVERSITY OF TEXAS-PAN AMERICAN Ⓞ EDINBURG, TX

OCT 2007-OCT 2010 **WEBMASTER** / College of Business Administration

Responsibilities:

Responsible for the website of the College and its departments as well as produced many creative services including flyers, posters, logos, and more.

Selected Highlights:

- Led the deployment/adoption of Digital Measures, a reporting system for accreditation.
- Created and manage a 9-screen video wall in the College premises.
- Helped faculty with instructional materials and research projects.

DEC 2005-OCT 2007 **GRAPHIC DESIGNER** / Enrollment and Student Affairs

Responsibilities:

Responsible for creative services requested by all departments under the Division of Enrollment and Student Affairs. I was the only graphic designer. While it took dedication, I was able to complete over 300 tasks in a year during my last year.

Selected Highlights:

- Actively participate in graphic design committees and special projects.
- Directly involved in the creation of the new UTPA logo. UTPA is now a legacy institution.

EDUCATION

- 2007-09 **MBA**
The University of Texas-Pan American
Edinburg, TX
- 2001-05 **BUSINESS ADMIN / INFO SYSTEMS**
The University of Texas-Pan American
Edinburg, TX
- 1996-99 **DIPLOMA**
Harlingen High School, Harlingen, TX

CERTIFICATIONS

- 06/2019 **WEBSITE DESIGN FOR USABILITY**
Interaction Design Foundation
- 05/2019 **HUMAN-COMPUTER INTERACTION**
Interaction Design Foundation
- 03/2019 **BECOME A UX DESIGNER FROM SCRATCH**
Interaction Design Foundation
- 1999-00 **COMPUTER TECH CERTIFICATE**
Texas State Technical School
Harlingen, TX

QUALIFICATIONS / SKILLS

Creative Knowledge and Experience

- Branding
- Creative Services Project Management
- Marketing and Communications
- Photography and Video

General Skills

- Cost Analysis and Budgeting
- Leadership
- Problem Solving and Analysis
- Technical Agility

Technical Skills (Mac/Windows)

- Adobe® Creative Suite
- Web Concepts, Technologies, and Programming
 - HCI, UX/UI Design, SEO
 - CSS, HTML, PHP, SQL
- Accessibility Familiarity
 - ADA, Section 508, WCAG Guidelines

Language Proficiency (Other than English)

- Spanish (Read / Write / Speak)
- French (Read / Write)

HONORS & AWARDS

Concept Design/Team Shirt
Marquez vs. Pacquiao—Las Vegas, NV (2012)

1st Place, Editorial Cartoon and Infographics
TIPA—Dallas, TX (2005)

Best Illustration
Regional AAF® ADDY®—McAllen, TX (2005)