

TRUE REFINEMENT SEEKS SIMPLICITY

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OBJECTIVE:

A position in marketing/product management where I can make a difference using my hands-on, diverse and unique skills in all aspects of today's marketing campaign, branding, website development management, product evaluation, and print.

SUMMARY:

Offering over 8 years of combined hands-on experience with a well rounded, comprehensive set of skills allowing me to assist in product or campaign development from concept to implementation including demographic media analysis by target group, consumer study analysis, adhering and managing budgets, hands-on art direction and graphic design, and resulting analysis based on performance metrics. Invaluable experience attained during the dotcom boom era allows me to have a unique set of diverse skills in website project management effectively communicating with developers, SEOs, GUI, designers as well as conceptualizing all facets of development.

My presentation skills and product development solutions working directly with factory direct product managers; complete an attractive set of comprehensive skills necessary in today's multi-faceted marketing programs. Unique marketing campaign sensitivity to social consciousness as it relates to products, consumers, communities, and the environment resulting in enhanced public relations. Hands-on prepress and commercial printing experience increases my value-proposition in areas of trouble-free publishing, print buying and outdoor media where lowering budgets are critical.

**GENIUS KYE SYSTEMS AMERICA CORP.
DORAL, FLORIDA 2005-PRESENT**

Marketing Manager/Product Manager:

- Accountable for strategic contribution and execution of advertising strategy (consumer and trade), in close collaboration with marketing and ad agency teams.
- Provide early support of marketing information for new product launches
- Manage the Marketing and assigned budgets. Develops and oversees execution of advertising plan.
- Work with the sales organization to help customer tactics that create new sustainable business.
- Leadership skills to communicate target audience and brand vision, strategically and creatively, to all advertising channels.
- Coordinate with Sales to create marketing programs for partners, resellers, VARs, etc.
- Market research, come up with new product ideas, guide products through specification, engineering, development, and manufacturing, determine the marketing strategy, and work with key customers.
- Champion brand equity development and meet objectives for brand health attributes.
- Analyze the market and develop strategy for product line
- Make product presentations to key customers

- Knowledge of the advertising discipline including brand management.
- Develops advertising objectives based on predetermined business/marketing objectives.
- Understands traditional and new media and how they work:
 - ✓ Ability to evaluate totality of the media plan
 - ✓ Knowledge of media terminology
 - ✓ Knowledge of online advertising – including social media
 - ✓ Knowledge of SEO
- Stays on top of advertising/consumer trends to enhance ability to forecast opportunities based on fast-moving market/technological developments.
- Ability to measure effectiveness of advertising strategies and tactics and tie their effectiveness back to overall advertising, marketing and business objectives.
- Thorough working knowledge of the 5 creative brief process steps:
 1. Description of task
 2. Background on product/company
 3. Audience description
 4. Principal purpose of the communication
 5. Timeline
- Importance of and how to use it as a measurement tool to evaluate the creative product.
- Working knowledge of the production process and ability to manage it in online media, video handling, print, newspaper, billboards, POS, etc.
- Oversees the strategy, development, execution and evaluation of collateral materials and their fulfillment.
- Ensures all marketing materials support advertising objectives and are cost effective.
- Collateral materials analysis to determine results for business trends and identify opportunities for program development.
- Testing of “newer” media (a pre-determined percentage of resources should go against experimental vs. proven vehicles and growth vs. maintenance investments).
- Be open to frame and explore a broad scope of advertising/customer engagement/promotional opportunities consistent with our brand promise and positioning as well as advertising strategy.
- Strong management skills including the ability to delegate and multitask.

Marketing Advertising Supervisor:

- Implementation of Latin America and US marketing communications strategies
- Product beta testing; research and analysis of industry trends and technology
- Market data analysis of survey results and contests
- Marketing budget implementation and management for Latin America
- Assist and support outside developers, media placement companies and agencies in Latin America
- Sales team support through promotions, campaigns and participation in US-based events
- Work closely with Taiwan-based headquarters to develop new marketing funds, product development and creative marketing materials
- Created and standardized a product review procedure for Miami-based office
- Market trend analysis include youtube.com generation, Google Adwords and video broadcasting
- Hands-on usage of the latest software and technology to achieve above average results in applications and web development
- Hands-on redesign of current and creation of additional websites include working with and assigning instructions to outsourced developer when needed, development of e-commerce integration: geniushop.com, geniusnetusa.com and genius-kye.com
- Full Web 2.0 and SEO driven web development efforts
- Design and produce multiple advertising pieces for online and print: magazine ads, billboards, bus wraps, brochures, trade show booth design for CES Las Vegas, Computex, Taiwan, Brazil Show 2007, catalogs, online banners in Flash, Flash video, sound, various print and radio campaigns, annual reports, posters, corporate identity packages and several others too numerous to mention
- Directly contributed to product retail packaging redesign and product ID in collaboration with Taiwan-based headquarters
- Responsible for enhancing existing interactive tools such as the firm’s websites, image branding, conferences and events while proposing innovative ideas
- Update and ensure that company image and data is up to date across all websites
- Created new format for research reports and a standard template that provides critical information consistency
- Involved with events planning in collaboration with others
- Provide early support of marketing information for new product launches

DORAL, FLORIDA 2004 -2005

Prepress Manager:

- Organize flow of jobs in and out of the departments
- Attend daily production meeting
- Meet deadlines
- Create policies and procedures
- Work with production manager regarding job scheduling
- Work with estimator regarding technical layouts
- Lead contact for technical graphics issues
- Back up production staff
- Responsible for Pre-Flighting and reporting
- Manage FTP site/incoming jobs
- Approve layouts for print production
- Troubleshoot graphics files
- Improve color management processes
- Maintain software and hardware to current versions
- Responsible for scheduling maintenance, cleaning and repair on equipment
- Maintain costs through budget
- Order necessary supplies for processor, proofing, copy department
- Ability to implement quality control at all stages

PFAFFCO, INC. MIAMI, FLORIDA 2001-2004

Graphic Designer and Prepress Operator:

- Executed rough and final comps utilizing designer's creative tools like photography, illustration, type, color, texture, and dimensions with a high level of proficiency and creative vision.
- Developed creative materials appropriate to the target customer, consumer patterns.
- Page layout, packaging design, typesetting, and logo creation
- Develop and execute creative treatments for product brochures, comparisons, fact sheets, postcards, folders, forms, and other related print products; consult with appropriate sales, marketing and product subject matter experts to refine needs assessments, timelines and budget parameters.

PRODUCTOPINION.COM MIAMI, FLORIDA 2000 -2001

Web/Graphic Content Developer:

- Work with Marketing Communications on graphic design to create visually attractive web pages
- Lead the effort with management to define a web structure that can be easily navigated
- Build procedures for web site maintenance
- Manage domain registrations
- Manage multiple web development projects to meet scope, time and cost requirements
- Follow standard change management processes
- Set and enforce web coding and design standards
- Ability to handle the pressure and fluidity of a start-up environment
- Present designs and gather consensus with various stakeholders
- Ensure brand consistency across all product lines and other media

FREELANCE EXPERIENCE

1998 - 2007

Website Design and Development:

- aventuraconnects.com
- aventuramagazine.com
- aventuracityguide.com
- clickcityinfo.com
- aventuraphonebook.com
- opinioniesinternet.com
- pfaffco.com
- miashoes.com
- albitaonline.com
- robertopoveda.com
- cpmprint.com
- mediquebeautypads.com
- privatonebodyhairdie.com
- genius-kye.com
- geniusnetusa.com
- geniuseshop.com

SKILLS

- Identify market opportunities and engage the appropriate resources to further the company's mission.
- Self-started collaborative team leader to initiate and bring multiple projects to fruition
- Ability to travel.
- Analytical and problem solving ability. Ability to solve design issues on a project within budget.
- Experience with user testing and workflow design
- Knowledge of JavaScript, AJAX and Flash. Latest web development trends and software
- Knowledge of other media software packages - web, video editing, audio editing, etc
- Presentation and public speaking.
- Bi-Platform: Mac OS X and Windows 2000-Vista desktop and networking.
- Productivity software Microsoft Office 2000-2007
- Excellent interpersonal ability.
- Detail oriented and ability to work independently in a multi-task environment while incorporating a professional image, positive attitude, and strong work ethic.
- Bilingual: English/Spanish.
- Strong creative conceptualization for print and web.
- Advanced knowledge of industry-standard creative software.
- Strong knowledge of print production including film output generation, color separation, and four-color printing techniques required.
- Knowledgeable of aesthetic and production realities, and understand electronic file management and proper archiving practices across large networks.

EDUCATION

Miami International University of Art and Design
Miami Ad School (Miami Beach)