

# Efren Cavazos

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Marketing Director | B2B Growth, Brand Strategy, and Digital Systems

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Senior marketing and brand leader with 25+ years driving B2B growth through brand positioning, demand generation, and scalable digital systems. Proven ability to translate business strategy into measurable revenue, engagement, and operational efficiency across enterprise and professional services organizations. Known for aligning brand, performance marketing, and cross-functional execution to support growth, governance, and long-term scale.

## Education

M.S. Digital Marketing	Western Governors University, 2024
B.S. Business Administration (Marketing)	Western Governors University, 2023
Full-Stack Web Development Certificate	University of Texas, 2019
A.A. Graphic Design	The Art Institute of Houston, 1999

## Core Competencies

- Growth & Revenue
  - Demand Generation, Funnel Optimization, Paid Media, SEO/SEM, Conversion Strategy
- Brand & Go-To-Market Strategy
  - Brand Positioning, Messaging Architecture, Campaign Strategy, Customer Journey Mapping
- Systems & Operations
  - CRM & Marketing Automation (HubSpot), Analytics & Reporting, Digital Ecosystem Optimization
- Leadership & Governance
  - Team Leadership, Vendor & Budget Management, Cross-Functional Alignment, Brand Governance

## Experience

**Abstract Creative** - Houston, TX  
Founder & Marketing Director | February 2017 - Present

Founded and scaled a B2B brand and growth consultancy delivering measurable outcomes through a proprietary brand-to-revenue framework (ICON Method).

- Led end-to-end marketing strategy encompassing brand positioning, demand generation, funnel optimization, and CRM automation
- Delivered 2–5× ROI for B2B, technology, and professional services clients through performance-driven campaigns and digital systems
- Acted as senior advisor to founders and executive teams on go-to-market strategy, messaging clarity, and growth planning
- Directed multidisciplinary teams across strategy, creative, content, and analytics to ensure alignment between brand expression and business results

**ConocoPhillips** - Houston, TX  
Senior Brand & Creative Strategist | October 2022 - November 2025 (on-site)

Partnered with senior leadership to modernize corporate and B2B brand systems across digital, investor, and internal communications.

- Modernized messaging and visual systems, driving a 17% increase in digital engagement
- Identified and executed \$100K in annual cost savings through vendor consolidation and print-to-digital optimization
- Managed high-volume global campaign portfolios, ensuring brand governance and cross-channel consistency
- Supported executive communications and stakeholder alignment across enterprise initiatives

## Phillips 66 - Houston, TX

Senior Marketing Designer / Brand Strategist | July 2020 - October 2022 (on-site, left to join ConocoPhillips)

- Led Human Capital and Sustainability campaigns resulting in 14% engagement growth
- Integrated analytics and CRM insights to align content strategy with corporate KPIs
- Mentored designers and copywriters, improving speed, quality, and consistency of output

## Schlumberger - Houston, TX

Art Director / Digital Experience Lead | July 2013 - April 2020 (On-site, companywide layoffs. Left in 2020)

- Streamlined global web ecosystem from ~18,000 to ~5,000 pages, increasing users by 75% and generating \$4M in annual revenue impact
- Led digital experience transformation across nine product lines and a six-member creative team
- Produced 13 award-winning campaigns and established content strategy standards adopted company-wide

## Certifications

Google Digital Marketing & Analytics | HubSpot Marketing Hub & Inbound | WGU Digital Marketing & Leadership

Clifton [StrengthsFinder 2.0](#) Assessment Identified the following as my TOP 5 Strengths:

Individualization	Intrigued by the unique qualities of each person and have a gift for figuring out how different individuals can work together productively.
Analytical	Search for reasons and causes. I can think through all the factors that might affect a situation.
Maximizer	Focus on strengths to stimulate personal and group excellence. I strive to transform something strong into something superb.
Learner	Deep desire to learn and continuously improve. I find that the process of learning excites me more than the outcome.
Ideation	Fascinated by ideas and can find connections between seemingly disparate phenomena.

## Awards & Recognition

### Brand & Environmental Design

- ANA Awards of Excellence – Astros Clock Tower at Minute Maid Park; Good Energy Wall Mural (2021)
- BMA Lantern Award – Infinity System Trailer Traveling Exhibit (2016)

### Digital & Platform Experiences

- Graphic Excellence Awards – Best of Category (Digital Programs; Offset), Digital Division Gold, Division 1 Best of Division (2015)
- BMA Lantern Award – Automated Service Delivery Platform Launch Event (2017)

### Content, Campaigns & Photography

- ANA Lantern Award – Emerging Energy Photography (2021)
- AMA Crystal Award – Packaging Design (2018)
- BMA Lantern Awards – Capability Brochure (2015); Products and Services Catalog (2014)

## Associations

American Institute of Graphic Artists (AIGA) - Board of Directors / Operations Director Officer - 2005-2027

American Marketing Association (AMA) - Active volunteer/member