

Efren Cavazos

Graphic Designer & Digital Marketer

Houston, TX 77429

📍 Open to On-site, Remote and Hybrid

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Portfolio: efren-cavazos.com



Award-winning Graphic Designer and Digital Marketer with 25+ years of experience building brands, executing digital campaigns, and driving measurable growth across B2B, B2C, and enterprise sectors. Skilled in creative direction, multichannel marketing, brand strategy, and digital analytics. Expert at aligning visuals and messaging to deliver real results, streamline processes, and maximize ROI.

EXPERIENCE

[ConocoPhillips](#), Houston, TX

Oct 2022 – Present

Senior Graphic Designer (Onsite – Present)

Drive clear, effective design that supports business goals. Work with teams to deliver consistent messaging and keep projects moving, focused on results, process improvements, and brand trust.

- Build and launch multichannel campaigns and B2B materials, boosting online visibility by 17% across accounts.
- Improve brand consistency by 20% and message retention by 15% through targeted communications and user training (Google Analytics, Tag Manager).
- Manage 15+ projects at a time, deliver on deadline, and increase engagement by 20% while cutting revision cycles by 30%.
- Streamline vendor processes and optimize ad spend, saving \$100K annually.

[Phillips 66](#), Houston, TX

Jul 2020 – Oct 2022

Senior Graphic Designer (On-site; left to join ConocoPhillips)

Simplified complex ideas into clear visuals and led a small team to deliver results. Drove engagement, improved workflows, and built a stronger brand.

- Produced award-winning Human Capital Management and Sustainability Reports, using data to boost engagement by 14%.
- Planned and executed B2B campaigns across digital and print. Used CRM tools to increase customer engagement and drive leads.
- Led a five-person team, streamlined campaign execution with agile research, and improved process efficiency by 25% and team productivity by 30%.

[SLB](#), Houston, TX

Feb 2013 – Apr 2020

Art Director (Full-time on-site; Companywide layoffs)

Rebuilt the company's digital presence and brand identity, which drove higher traffic and revenue. Led a team through a full brand refresh and launched campaigns that expanded reach and recognition.

- Reduced website assets from 18,000 to 5,000, improving navigation and user experience. Increased monthly visitors from 200,000 to 350,000 and added \$4M in annual revenue.
- Directed 13 award-winning campaigns across product lines, growing brand reach.
- Led a six-person creative team to refresh digital branding and identity, boosting online engagement by 40% and brand recognition by 23%.

Founder & Consultant, Abstract Creative

Feb 2017 – Present

Offer marketing consulting services to small and medium businesses. Provide a broad range of marketing solutions, including branding (new and refresh), logo design, web development, content strategy, presentations, sales enablement materials, marketing collateral, social media ad campaigns, and social media management (Facebook, Twitter/X, LinkedIn, and Google).

Industries include document control services (B2B), beauty (B2C retail), environmental services (B2B), and construction (B2C).

Created and implemented **The ICON Method** (Identity, Communication, Optimization, Navigation), a proprietary brand transformation system used to guide strategic creative execution, align messaging with business goals, and scale digital operations for growth-focused brands.

EDUCATION, CERTIFICATIONS & STRENGTHS

Master of Science in Marketing, Digital Marketing Specialization

Western Governors University (Houston, TX)

Bachelor of Science in Business Administration/Marketing

Western Governors University (Houston, TX)

Associate of Applied Science in Graphic Design

Art Institute (Houston, TX)

CERTIFICATIONS

Google Marketing Analytics & Measurements, Digital Marketing & E-Commerce, Email Marketing | HubSpot Marketing Hub Software, Inbound Marketing, AI Micro-Internship Program | WGU Digital Marketing, Leadership, Strategic Thinking & Innovation, Business Essentials. Full-stack MERN front-end designer

SKILLS

Brand Strategy | Visual Identity | Digital Campaigns | Creative Direction | Content Strategy | SEO/SEM | Social Media Marketing | Email Marketing | Web Design | UX/UI | Analytics | Project Management | Team Leadership

TECHNICAL SKILLS

Adobe Creative Cloud | WordPress | HubSpot | SEMrush | Google Analytics | Ahrefs | Moz | Screaming Frog | Mailchimp | Constant Contact | Hootsuite | Asana | Monday | ClickUp | HTML | CSS | JavaScript (MERN Stack)

ORGANIZATIONS & LEADERSHIP

American Marketing Association (AMA) – Member – Present

American Institute of Graphic Arts (AIGA) – Operations Director – Present

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	Analyzes reasons and causes, considering all factors that might impact a situation.
Maximizer	Emphasizes strengths to enhance personal and group excellence, transforming strong qualities into exceptional outcomes.
Learner	Driven by a deep desire to learn and continuously improve, finding excitement in the learning process rather than just the outcome.
Ideation	Fascinated by ideas and can find connections between seemingly disparate phenomena.