






Efren Cavazos

CREATIVE DIRECTOR

 Cypress, Texas

 832-370-7322

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 www.efren-cavazos.com

With over 20 years of experience in B2B marketing and a strong foundation in digital marketing, I excel in driving growth and enhancing brand visibility. My leadership in creative teams and proficiency with marketing automation tools, including HubSpot, underscore my capability to deliver high-impact, measurable marketing outcomes. Eager to leverage my expertise in a role that marries creative vision with strategic execution, I am poised to contribute significantly to LifeStreet Corporation's innovative advertising endeavors.

PROFESSIONAL SUMMARY

JOB EXPERIENCES

SENIOR GRAPHIC DESIGNER

October 2022 - Present

ConocoPhillips - Houston, Tx

- Develop innovative B2B marketing materials, including brochures and social media content, boosting online engagement by 17%.
- Collaborate with marketing and communications teams to create impactful campaigns that clarify the corporate message and align with initiatives.
- Manage diverse projects, meeting tight deadlines while maintaining high graphic standards to enhance campaign efficiency and resource accessibility.

SENIOR GRAPHIC DESIGNER

July 2020 - October 2022

Phillips 66 - Houston, Tx

- Spearheaded the creation of award-winning Human Management Capital and Sustainability Reports, achieving a 14% uplift in online engagement, by leveraging data-driven insights and innovative design strategies.
- Directed the development and execution of comprehensive B2B marketing campaigns across digital and print mediums, resulting in measurable business goals achievement, by integrating advanced CRM tools and analytics for optimization.
- Managed and mentored a cross-functional team of 2 designers and 1 copywriter, enhancing marketing and merchandising strategies across multiple channels, which led to enhanced team productivity and campaign effectiveness.

ART DIRECTOR

July 2013 - April 2020

Schlumberger - Houston, Tx

- Led the transformation of user experience design, condensing 18K website pages to 5K, which amplified monthly users from 200K to 350K and escalated revenue by \$4M annually, showcasing proficiency in analytics and user engagement strategies.
- Orchestrated 13 award-winning design campaigns, enhancing brand visibility across 9 product lines, demonstrating expertise in executing innovative B2B marketing strategies that drive substantial business outcomes.
- Modernized corporate branding and identity for new digital channels, including social media, directing a team of 6 in creative design and content strategy, which underscores leadership and adaptability in evolving digital marketing landscapes.

EDUCATION

MASTERS IN DIGITAL MARKETING

July 2024 - Dec 2024

BACHELORS IN BUSINESS ADMINISTRATION/MARKETING

Oct 2020 - March 2024

ASSOCIATES IN GRAPHIC DESIGN

July 1997 - Sept 1999

FULL-STACK WEB DEVELOPMENT

Oct 2018 - Feb 2019

WESTERN GOVERNORS UNIVERSITY

MS / Digital Marketing

WESTERN GOVERNORS UNIVERSITY

BBA / Marketing

THE ART INSTITUTE OF GRAPHIC DESIGN

AAS / Graphic Design

UNIVERSITY OF TEXAS

Coding Bootcamp Certificate

INTERNSHIP

HUBSPOT - MICRO INTERNSHIP

Sept 2024 - Nov 2024


Marketing AI Micro-Internship Program


Developed marketing materials for existing client using HubSpot AI for marketing automation campaigns.





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SKILLS

- Leadership Skills
- Visual / Layout Design
- Communication Skills
- Artificial Intelligence
- Analytics and Attribution
- Business-to-business
- Project Management
- Digital Marketing
- User Experience
- Creative Direction
- Adobe Creative Suite
- HubSpot
- Digital Asset Management
- Asana / Jira / WorkFront / Click-Up
- Problem-Solving
- Skills Project Management
- Sketch / Figma / Invision
- HTML/CSS/JS
- WordPress/React/Node.js
- Front-end Design
- Conversion Rate Optimization (CRO)

AWARDS

- 2021 - Astros Clock Tower at Minute Maid Park—ANA Award of Excellence
- 2021 - Good Energy Wall Mural—ANA Award of Excellence Award
- 2021 - Emerging Energy Photography—ANA Lantern Award
- 2018 - Packaging Design—AMA Crystal Award
- 2017 - Automated Service Delivery Platform Launch Event—BMA Lantern Award
- 2016 - Infinity System Trailer Traveling Exhibit—BMA Lantern Award
- 2015 - Capability Brochure—BMA Lantern Award
- 2015 - Best of Category - Digital Programs - Products and Services Catalog—Graphic Excellence Award
- 2015 - Best of Category - Offset - Products and Services Catalog—Graphic Excellence Award
- 2015 - Digital Division - Gold Award—Graphic Excellence Award
- 2015 - Division 1 - Best of Division—Graphic Excellence Award
- 2014 - Products and Services Catalog—BMA Lantern Award