


# Efren Cavazos

Lead Brand Manager | Digital Marketing | Branding

 Houston, TX 77429  
Open to On-site and Hybrid

Contact Me:

(832) 370-7322

efren.cavazos@gmail.com

[linkedin.com/in/efrencavazos](https://www.linkedin.com/in/efrencavazos)

Portfolio: [efren-cavazos.com](https://efren-cavazos.com)



Senior Graphic Designer with extensive marketing experience, ready to make a pivot into a **Lead Brand Manager** role in 2025. Backed by a strong creative foundation and a **Master in Digital Marketing**, I'm prepared to lead brand strategy, elevate market presence, and align creative direction with business goals for a company where branding and marketing are key drivers of success.

## EXPERIENCE

[ConocoPhillips](#), Houston, TX

Oct 2022 – Present

*Founded in 2002, is a leading independent oil and gas exploration and production company based in Houston, Texas. With approximately 9,900 employees worldwide, it operates globally to deliver energy safely and sustainably.*

**Senior Graphic Designer** (Onsite – Present)

As a Sr. Graphic Designer, I bring brands to life through strategic, story-driven design that connects with real people. I collaborate closely with teams across the company to craft clear, consistent messaging that supports business goals. I balance creativity with efficiency—managing multiple projects, refining processes, and making smart use of resources to boost impact and engagement. I'm passionate about building brands people trust and remember.

- Developed integrated marketing campaigns and B2B marketing materials, including brochures and digital content, ensuring brand messaging consistency and boosting online visibility by 17% across accounts. This involved comprehensive Campaign Development, aligning with overall business objectives.
- Work closely with corporate communications, investor relations, and business development to create targeted campaigns—helping improve brand consistency by 20% and message retention by 15%, based on internal feedback.
- Managed an average of 15+ projects concurrently, consistently meeting deadlines while maintaining high design quality. This resulted in a 20% increase in campaign engagement and a 30% reduction in revision cycles, demonstrating effective Performance Measurement and key Metrics tracking.
- Streamlined vendor partnerships and refined print and digital ad strategies, resulting in \$100K in marketing budget savings. This demonstrates effective Resource Management and budget allocation.

[Phillips66](#), Houston, TX

Jul 2020 – Oct 2022

*Founded in 2012, **Phillips 66** is a diversified energy company based in Houston, Texas. With about 14,000 employees, it operates in refining, chemicals, logistics, and marketing. The company is committed to delivering energy safely, responsibly, and sustainably while supporting innovation and communities.*

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

In my role as a Sr. Graphic Designer at Phillips 66, I turned complex ideas into clear, engaging visuals that connected with our audience. I led a small creative team, helped launch B2B campaigns, and played a key part in designing high-impact reports. By combining strategy with design, I improved workflows and helped strengthen the brand across all channels.

- Created award-winning Human Capital Management and Sustainability Reports, using data-driven insights to make content more engaging—leading to a 14% boost in audience interaction.
- Planned and executed B2B marketing campaigns across digital and print channels, leveraging CRM tools to optimize performance and maximize reach, resulting in increased customer engagement and lead generation.
- Led a team of five creatives, using agile market research and strategies to streamline campaign execution and advertising. Increased process efficiency by 25% and improved team productivity by 30% across all channels.

[SLB](#), Houston, TX

Feb 2017 – Apr 2020

*Founded in 1926, **SLB** is a global energy technology company with about 99,000 employees in over 120 countries. It helps deliver oil and gas through advanced services and tools, with a focus on innovation, efficiency, and cleaner energy solutions.*

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

As an Art Director, I simplified and reimagined the company's digital presence, leading to higher traffic and increased revenue. I guided a team through a full brand refresh and launched award-winning campaigns that expanded our reach and made the brand more recognizable and engaging.

- Reduced website pages from 18,000 to 5,000, improving navigation and user experience. This involved creating effective content marketing and led to a rise in monthly visitors from 200,000 to 350,000, generating an additional \$4M in annual revenue.
- Directed 13 award-winning design campaigns, expanding brand reach across product lines.
- Refreshed the company's digital branding and corporate identity, leading a team of six creatives to boost online engagement by 40% and strengthen brand recognition by 23%.

### Marketing Consultant (Freelance)

Feb 2017 – Present

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

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

## EDUCATION, CERTIFICATIONS & STRENGTHS

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### 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 Mirco-Internship Program | WGU Digital Marketing, Leadership, Strategic Thinking & Innovation, Business Essentials. Full-stack MERN front-end designer

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

<b>Individualization</b>	Intrigued by the unique qualities of each person and have a gift for figuring out how different individuals can work together productively.
<b>Analytical</b>	Analyzes reasons and causes, considering all factors that might impact a situation.
<b>Maximizer</b>	Emphasizes strengths to enhance personal and group excellence, transforming strong qualities into exceptional outcomes.
<b>Learner</b>	Driven by a deep desire to learn and continuously improve, finding excitement in the learning process rather than just the outcome.
<b>Ideation</b>	Fascinated by ideas and can find connections between seemingly disparate phenomena.

## ORGANIZATIONS & LEADERSHIP

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American Marketing Association (AMA) – Member – Present

American Institute of Graphic Arts (AIGA) – Education & Mentorship Co-Director – Jan 2020 – Nov 2021

## MARTECH STACK

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› **AI:** ChatGPT › **CMS:** WordPress, **CRM:** LinkedIn Sales Navigator, HubSpot › **Email Marketing:** Constant Contact, ConvertKit, Mailchimp, SendGrid › **Graphic Design:** Adobe Creative Cloud › **Marketing Automation:** HubSpot, Pardot (Salesforce Marketing Cloud), › **Project Management:** Asana, Monday, Workfront, Click Up › **SEO Tools:** Ahrefs, Google Ads, Moz, Screaming Frog, SEMrush, Yoast SEO › **Social Media Management:** Hootsuite › **Web Analytics:** Google Analytics › **HTML/CSS/Javascript (MERN Stack)**