

RICHY GONZALEZ

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PROFILE

Creative Marketing Director with experience in web development, marketing, digital & social media management, editorial & print design. Involved in the entire creative process to develop and create innovative marketing strategies & designs. Dynamic and multicultural team player with a passion to implement creativity in every project.

PROFESSIONAL EXPERIENCE

TEXAS STAR STEEL, El Paso, TX, April 2022 – Present

Marketing Director

- Developed overall digital marketing strategy while setting KPIs that measure, expand and continue growth
- Managed the online brands of the company across websites, social media platforms, mobile platforms, marketing emails, digital ads and more
- Allocated and adjusted media spend, managing the company's digital marketing budget and identifying cost savings to the business
- Oversaw day-to-day management of campaigns and ensure brand consistency on all social media platforms
- Supervised all aspects of digital interaction, fielding emails to website and social media inquiries and comments in a time-sensitive and tone-appropriate manner
- Managed website management and maintenance on the backend using CMS
- Provided weekly reports and analysis on all digital activity, including web traffic, unique visitors, and all social media interactions
- Created actionable plans to increase followers and engagement on social media platforms, including Instagram, Twitter, Facebook, TikTok, and LinkedIn
- Increased Facebook likes from 500 to over 100K over a six month period
- Managed SEO/SEM, digital display advertising and email marketing
- Kept abreast of the latest digital trends and continued advancements in digital technologies and marketing best practices

NBC UNIVERSAL TELEMUNDO EL PASO, El Paso, TX, Jan 2021 – April 2022

Marketing Specialist

- Update, maintain, track and analyze performance of all social media channels which include Facebook, Twitter, and Instagram.
- Regularly review the social & digital work of our competitors & industry leaders to constantly stay at the forefront of social media trends.
- Manage, create and design graphics and posts for social media accounts by implementing strategies and tactics to increase overall engagement.
- Generate stories for Instagram and Facebook reflecting current trends and local news to pull an audience into the website.
- Manage and create content on a daily basis for Acceso Total El Paso Facebook Page and social media accounts when needed.
- Design graphics, flyers, and any digital media such as events and Facebook lives that might be use to promote the local network.

BARNETT HARLEY-DAVIDSON, El Paso, TX, December 2012 – December 2020

Creative Art Director / Graphic Designer / Digital & Social Media Manager / Event Coordinator

- Managed and designed a monthly 32 page Classified Magazine (Barnett's).
- Prepared and designed all ads, billboards, print collateral, layouts, presentations, store forms, and content for web, social media plus other digital properties for all the joint businesses which included: Barnett H-D, Barnett BMW, Rides Auto Group, & Indian Motorcycle of El Paso
- Developed and created weekly email newsletter campaigns for Online Motorclothes Department resulting in a 110% increase of sales year over year.
- Organized (execution, marketing, & design) local Bike Nights since April 2018 to increase customer retention, new customer base, and brand awareness.
- Developed and oversaw the entire design process of all corporate long-term and short-term marketing projects from inception to completion.
- Adapt as a team player in collaborative environments, and able to manage multiple ongoing projects with high integrity for end product.
- Developed and executed social media, editorial calendars, and marketing campaigns which included Facebook, Twitter, and Instagram.
- Designed editorial content strategy; curated and segment editorial content to increase engagement and channel growth.
- Created, engaged and grew thriving online community across multiple social networks.

LATIN MUSIC ENTERTAINMENT, El Paso, TX, Jan 2012 – December 2020

Graphic Designer / Digital & Social Media Manager

- Designed and developed layouts, concert posters, billboards and print collateral for events.
- Photographed and took Video of concerts/events for digital media and brand awareness.
- Composed and edited posts, messages, and photos for multiple social media.

VALOR HISPANO MAGAZINE, El Paso, TX, March 2011 – December 2012

Creative Director / Editor / Graphic Designer / Social Media Manager / Web Developer

- Write, edit and design bi-monthly forty-eight page magazine 'Valor Hispano' in both English and Spanish.
- Developed strategic marketing campaigns for Health Center which includes producing websites, creating flyers, posters, and brochures.
- Manage and maintain social platform for Valor Hispano Magazine.

AGI MARKETING SOLUTIONS, El Paso, TX, September 2009-March 2011

Creative Director / Marketing Manager / Graphic Designer / Web Developer

- Directed & developed graphic designs for customers which included a variation of banners, business cards, flyers, postcards, annual reports, brochures, posters, corporate identities & promotional campaigns. Annual Reports for the City of El Paso / Upper Rio Grande Workforce Solutions.
- Present creative marketing ideas and advertising strategies to clients that are appealing to consumers and effective in achieving the targets
- Designed and implemented web pages for various regional and national corporate clients.
- Designed vehicle wraps such as full and semi designs for vans, sports cars, school bus, and firefighter engine.

SKILLS & TECHNICAL PROFICIENCY

- Highly organized and well-experienced Event Coordinator with over 12 years successfully planning and managing brand awareness events, corporate meetings, bike nights, music festivals, concerts, press conferences, small and large-scale company events.
- Excellent planning and communication skills. Natural presentation and sales skills, particularly in areas of marketing and graphic design.
- Strong knowledge of HTML, web standards, browser compatibilities, web page authoring tools, procedures & programs (CSS, Dreamweaver)
- Intermediate level proficiency in core design programs including (Adobe Photo Shop, In Design, Illustrator)
- Intermediate knowledge in Video Production & Video Editing programs.
- Experience with WordPress, Shopify Plus, MailChimp, Hootsuite, CMS, and Digital Ad management (Google, Facebook, etc.)
- Bilingual in English and Spanish, able to read and write in both languages.

EDUCATIONAL BACKGROUND

- THE UNIVERSITY OF TEXAS AT EL PASO : Pursuing Bachelors in Multidisciplinary Studies. Senior.