



Marketing Professional

## About

National and global companies' trajectory, with solid knowledge in strategic graphic design, branding, creative team leadership, marketing, communications, eLearning, and project management, in software, Telecommunications, and manufacturing industries. Bilingual professional (English 90%), MBA Marketing Oriented (96.06/100), and Graphic Design Bachelor (95.46/100), both studied in Universidad Autonoma de Nuevo Leon.

## Professional Experience

### Epicor Software | 12 yrs 2 mos

A global software company that brings ERP solutions to businesses in specific industries such as manufacturing, distribution, retail, and services.

March 2021–Present

### Global Brand | Customer References Specialist

- Detailed project management (Wrike), overseeing publishing process production of the Customer Success Stories/Epicor Customer References PR Program—Industry Circle, responsible for workflow, reports, and publishing across internal and external platforms: Bynder, Highspot, and epicor.com
- Crucial support for internal communications and monthly basis newsletters.
- Global Brand Advisor, approach and disseminate resources to reinforce brand identity for internal and external audiences, brand reviews/company store merch production.
- Tracking customer engagement and reference research

June 2019–November 2020

### Principal Graphic Designer and Senior Project Manager

Strategic Graphic Design and Branding for high-level projects:

- Epicor Global Growth Index 2019: annual report (hero asset), key PR piece addressing global business trends for success). Branding and Master Graphics Development.

## Contact

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🌐 Samuel Tamez

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- Insights 2020, primary annual customer's event coverage (assets print and digital).
- Marketing Project Management:
  - 86% project completion (10 months period)
  - 80–90 average projects per month
  - Follow up on the 6–group worldwide internal customer requests (field and product marketing: Manufacturing, Distribution, LBM, Retail, Automotive, and Services).
  - Follow up on cross-functional projects between teams (Managers/Specialists) for Global Campaigns.
  - Areas: Content, Graphic Design, Web Services, Social Media, Digital Advertising, and Events teams.

March 2018–May 2019

### Manager of Graphic Arts

- Creative team supervision (3 graphic designers)
- Daily basis, internal reviews, and art direction
- Brand and copy conventions assurance
- Management of trade show materials production

March 2017–February 2018

### Senior Graphic Designer

- Participation in high-level projects:
  - Internal communication templates: Outlook® and Marketo®.
  - Look and feel for campaigns and editorial design
  - Trade show graphics and materials-related
  - Product packaging design

August 2010–February 2017

### Graphic Designer

- Epicor collaterals: fact sheets, case studies, white papers, brochures, eBooks, and flyers
- Digital ads, web banners, and infographics

June 2009–July 2010

### Axtel | 1 yr 2 mos

Telecommunications company headquartered in Monterrey, MX.

### Graphic Designer

Graphics for AXTEL University:

- Illustrations, iconographies, interactive materials
- Web layouts & HTML editing for eLearning courses

# Vitro | 3 Yrs 2 Mos

The largest glass manufacturer in the Western Hemisphere and North American glass producer.

February 2006–March 2009

## Internal Communications Specialist

### Change Mgmt. Genesis Project—SAP implementation:

Permanent partnership with Communications team, project awareness, and message delivery in Mexico, Colombia, the US, Spain, Germany, and Poland through creative communications methods:

- Evangelist of the new processes in the ERP system
- Informing challenges and impacts in the short and long term to specific regions and business units.
- Development of 100% of the Genesis Branding and leadership communications needs—print and digital.
- Animated character development with business relevance, ambassador of change, who would communicate and guide employees.
- The event’s planning with the Training teams during the life of the project (3 years).
- Face-to-face courses and logistics (3 months) RWD Infopack (SAP documenting tool software).
- Vitro University: eLearning courses management (LMS SumTotal®), graphics for illustrations, iconographies, interactive materials, Web layouts & HTML editing.

## Education

May 2013–December 2015

### MBA, Marketing and International Trade

EGAI, Graduate School of Management and Industrial Engineering. **UANL, Monterrey Mexico.**

January 2002–June 2006

### Degree in Graphic Design

Visual Arts School. Universidad Autonoma de Nuevo León, Monterrey México. **UANL, Monterrey Mexico.**

## Languages

- Spanish—native.
- English—advanced (Club Cima A.C. and English for My Future).

## Coursework

January 2018

Adobe® Workshop: Photoshop®, InDesign®, and Illustrator® (Lumenbrite Adobe authorized trainers).

September 2018

Adobe® InDesign® CC 2018 Workshop (Lumenbrite Adobe authorized trainers).

July 2017

Diploma, Digital Marketing Manager—intensive course. (Marketing Vanguardista).

## Achievements

October 2006–March 2009

100% development of visuals for the Genesis Project (worldwide SAP implementation in Vitro). Resulting in a significant cost reduction by preventing the hiring of external agencies.

April 2018

Top-in-line Booth Award at manufacturing Modex trade show 2018, Atlanta, GA. (Epicor).

February 2020

Booth Trend Setter Award at Orgill Dealer Market trade show February 2020, Orlando FL. (Epicor).

## Skills

### Digital Design

• Adobe Illustrator	95%	<div style="width: 95%;"></div>
• Adobe Photoshop	95%	<div style="width: 95%;"></div>
• Adobe InDesign	95%	<div style="width: 95%;"></div>
• Adobe Acrobat Pro DC	95%	<div style="width: 95%;"></div>
• Adobe XD	80%	<div style="width: 80%;"></div>
• Adobe After Effects	50%	<div style="width: 50%;"></div>
• Adobe Premiere Pro	30%	<div style="width: 30%;"></div>

### Digital Marketing & Web

• Wix.com	95%	<div style="width: 95%;"></div>
• HTML	40%	<div style="width: 40%;"></div>
• Google Analytics	40%	<div style="width: 40%;"></div>
• Hootsuite	50%	<div style="width: 50%;"></div>

### Project Management

• Microsoft Office 365	90%	<div style="width: 90%;"></div>
• Project Management	90%	<div style="width: 90%;"></div>
• Change Management	90%	<div style="width: 90%;"></div>
• Wrike Software	90%	<div style="width: 90%;"></div>
• Easy Projects	90%	<div style="width: 90%;"></div>

### Collaboration, Documentation, Digital Assets Management & Learning

• Microsoft SharePoint	90%	<div style="width: 90%;"></div>
• Bynder	90%	<div style="width: 90%;"></div>
• HighSpot	90%	<div style="width: 90%;"></div>