

# Efren Cavazos

Creative Director | Brand Strategist | Digital Marketing Leader

📍 Houston, TX 77429

Open to On-site, Remote and Hybrid

## Contact Me:

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



Award-winning Creative Director and Brand Strategist with 25+ years of experience driving brand growth through strategic design, integrated marketing, and cross-functional team leadership. Proven ability to unify creative vision with business goals across B2B, B2C, and enterprise sectors. Adept at building and mentoring creative teams, leading multi-channel campaigns, and scaling brand impact through innovation, digital systems, and analytics.

## EXPERIENCE

[Abstract Creative](#), Cypress, TX

Feb 2017 – Present

**Founder & Creative Director** (Remote – Present)

Lead strategic creative direction, marketing systems, and brand transformation for growth-focused businesses using the proprietary ICON Method™ (Identity, Communication, Optimization, Navigation).

- Design brand systems and digital campaigns that increase client engagement by up to 3× and improve customer retention by 25–40%.
- Build full-funnel experiences—including CRM sequences, conversion-focused websites, and lead magnets—helping clients achieve 2–5× ROI on marketing investments.
- Develop positioning strategies, messaging frameworks, and scalable content systems that reduce time-to-launch by 30%
- Consult across industries (tech, beauty, construction, B2B services), adapting frameworks to support unique business goals and audience needs.
- Direct cross-functional freelance teams (designers, copywriters, developers) to execute creative projects with consistency and speed.
- Implement brand audits, SEO improvements, and analytics dashboards to track KPIs and inform high-impact creative decisions.

[ConocoPhillips](#), Houston, TX

Oct 2022 – Present

**Senior Graphic Designer** (Creative Strategy & Team Lead) (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.

- Led multichannel campaigns boosting online visibility by 17%.
- Increased brand consistency by 20% and message retention by 15%.
- Managed 15+ concurrent projects with 20% higher engagement and 30% fewer revisions.
- Streamlined vendor processes, 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.

- Directed key communications for Human Capital and Sustainability teams.
- Produced award-winning reports, increasing reader engagement by 14%.
- Led 5-person creative team and improved productivity by 30%.
- Drove B2B marketing execution using CRM tools to increase lead conversion.

**Art Director / Creative Services Lead** (Full-time on-site; Companywide layoffs)

Oversaw creative direction and messaging across digital, print, social media, and internal communication channels, ensuring brand alignment and increasing campaign reach by 40%.

- Directed global digital rebrand and managed enterprise-wide creative output.
- Reduced website assets from 18K to 5K and increased revenue by \$4M/year.
- Oversaw 13 award-winning campaigns and improved digital engagement by 40%.
- Led 6-person creative team; enhanced brand recognition by 23%.

## EDUCATION

**Education Summary:** Business + Marketing + Design foundation ensures creative that performs across channels and aligns with business growth goals

**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)

## LEADERSHIP & STRATEGY

Creative Direction, Brand Positioning, Campaign Strategy, Stakeholder Management, Go-to-Market Planning, Team Development, Multi-Channel Oversight, Innovation & Growth Strategy

## 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, MongoDB, ExpressJS, ReactJS, Node (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:

<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.