# **Efren Cavazos**

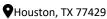
Creative Director | Brand Strategist | Digital Marketing Leader

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Open to On-site, Remote and Hybrid

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 multichannel 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.

**SLB**, Houston, TX **Feb 2013 – Apr 2020** 

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, Al 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:

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