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| Efren Cavazos | | |  | **Phone:** 832-370-7322 | Email: efren.cavazos@gmail.com | |
| Digital Marketing | Branding | Graphic Design | | | **LinkedIn:** [efrencavazos](https://www.linkedin.com/in/efrencavazos/) | **Portfolio:** [efren-cavazos.com](http://www.efren-cavazos.com/) | |
| With over 25 years of creative design expertise evolved into strategic marketing leadership, I began in hands-on design where I honed a keen eye for visual storytelling. Embracing a data-driven approach, I now lead teams to develop innovative campaigns that fuel brand growth and deliver measurable results. My unique blend of creative insight and strategic planning—including the development of **The ICON Method®**, a proprietary brand transformation framework—bridges the gap between captivating design and effective marketing, ensuring every initiative resonates with audiences and stakeholders. | | | | | |
| Experience | | | | | |
| **ConocoPhillips** - Houston, TX - October 2022 - Present (on-site) | | | | | |
| Formed in 2002 from Conoco and Phillips Petroleum, ConocoPhillips builds on a legacy of oil exploration that began in 1875.  Today, it is a global energy leader known for innovative strategies and sustainable practices. | | | | | |
| Senior Graphic Designer | | | | | |
| Reporting directly to senior leadership, I develop innovative B2B marketing materials—from brochures to social media content—that maintain brand consistency and boost online engagement. I collaborate with human resources, investor relations, and business development teams to craft compelling campaigns that enhance brand positioning and message clarity, while managing a high-volume project portfolio with strict deadlines and top-tier graphic standards to optimize campaign effectiveness and resource efficiency. | | | | | |
| * **Develop cutting-edge B2B marketing materials**, including brochures and social media content, ensuring brand consistency and increasing online engagement by 17%. * **Collaborate with corporate communications, investor relations, and business development teams** to create compelling campaigns that enhance brand positioning and message clarity. * **Manage high-volume project portfolios**, maintaining strict deadlines and top-tier graphic standards to optimize campaign effectiveness and resource efficiency.   **Reduced $100K in marketing spend** - identified cost-saving opportunities for external vendor/agency spending, printing costs for events, and digital advertising. | | | | | |
| **Phillips 66** - Houston, TX - July 2020 - October 2022 (on-site, left to join ConocoPhillips) | | | | | |
| Phillips 66 traces its heritage to the early 1900s as part of the storied Phillips Petroleum Company. Now an independent global energy leader since 2012, it specializes in refining, marketing, and transporting petroleum products, building on a legacy of innovation and operational excellence. | | | | | |
| Senior Graphic Designer | | | | | |
| In my role as Senior Graphic Designer, I developed award-winning Human Capital Management and Sustainability Reports that boosted online engagement. I led integrated B2B marketing campaigns using advanced CRM tools and analytics, while managing a cross-functional creative team to drive impactful results. | | | | | |
| * **Developed award-winning Human Capital Management and Sustainability Reports**, leveraging data-driven insights and innovative design strategies to achieve a 14% increase in online engagement. * **Led the development and execution of comprehensive B2B marketing campaigns** across digital and print mediums, integrating advanced CRM tools and analytics to optimize performance and drive measurable business outcomes.   **Managed and mentored a cross-functional team of designers and a copywriter**, enhancing marketing and merchandising strategies across multiple channels, resulting in improved team productivity and campaign effectiveness. | | | | | |
| **Schlumberger** - Houston, TX - July 2013 - April 2020 (On-site, companywide layoffs. Left in 2020) | | | | | |
| Schlumberger is a global leader in oilfield services, providing integrated technology solutions and expertise to optimize exploration, drilling, and production. Operating in over 85 countries, the company is renowned for driving innovation and efficiency across the energy sector. | | | | | |
| Art Director | | | | | |
| In my role as Art Director, I streamlined a website from 18,000 to 5,000 pages, boosting monthly users from 200,000 to 350,000 and increasing annual revenue by $4M. Led 13 award-winning design campaigns and modernized digital branding, guiding a creative team of six in impactful B2B marketing initiatives. | | | | | |
| * **Led the transformation of user experience design**, streamlining **18,000 website pages to 5,000**, which increased monthly users from **200,000 to 350,000** and boosted annual revenue by **$4M**, demonstrating expertise in analytics and user engagement strategies. * **Orchestrated 13 award-winning design campaigns**, enhancing brand visibility across **nine product lines**, showcasing proficiency in executing innovative B2B marketing strategies that drive measurable business growth.   **Modernized corporate branding and identity for digital channels**, including social media, leading a team of six in creative design and content strategy, underscoring leadership and adaptability in evolving digital marketing landscapes. | | | | | |
| Additional Experience | | | | | |
| Abstract Creative – Houston, TX - February 2017 – Present (Freelance) Abstract Creative partners with clients to deliver digital marketing, branding, and graphic design solutions that help businesses stand out online. | | | | | |
| Digital Marketing & Branding Specialist | | | | | |
| In my role as a digital marketing and branding specialist, I work with multiple clients, providing support in digital marketing, branding, and graphic design. I help craft targeted marketing strategies, develop authentic brand identities, and create engaging visuals that elevate their online presence.  Developed and launched **The ICON Method®**, a proprietary brand transformation framework used to help businesses clarify their identity, strengthen communication, optimize digital systems, and navigate scalable growth. This method has become the foundation of Abstract Creative’s strategic service offerings. | | | | | |
| Education, Certifications, Strengths and Awards | | | | | |
| **Masters in Digital Marketing** | | Western Governors University | | | July 2024 - December 2024 |
| **Bachelor in Business Administration/Marketing** | | Western Governors University | | | October 2020 - March 2024 |
| **Full-Stack Web Development** | | University of Texas | | | October 2018 - February 2019 |
| **Associates in Graphic Design** | | The Art Institute of Houston | | | July 1997 - September 1999 |
| Certifications**Google**: Marketing Analytics and Measurement | **Google**: Attract and Engage Customer with Digital Marketing |  **Google**: Think Outside the Box: Email Marketing | **Google:** Foundations of Digital Marketing and E-commerce | **HubSpot**: Marketing Hub Software | **HubSpot**: Inbound Marketing | **WGU**: Digital Marketing | **WGU**: Leadership | **WGU**: Marketing | **WGU**: Strategic Thinking & Innovation | **WGU**: Micro-credential in Business Essentials | **HubSpot**: Marketing AI Micro-Internship Program | | | | | |
| Clifton [**StrenghtsFinder 2.0**](https://www.gallup.com/cliftonstrengths/en/254033/strengthsfinder.aspx) 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** | Search for reasons and causes. I can think through all the factors that might affect a situation. | | | | |
| **Maximizer** | Focus on strengths to stimulate personal and group excellence. I strive to transform something strong into something superb. | | | | |
| **Learner** | Deep desire to learn and continuously improve. I find that the process of learning excites me more than the outcome. | | | | |
| **Ideation** | Fascinated by ideas and can find connections between seemingly disparate phenomena. | | | | |
| StrengthsDigital Marketing Strategy | Team Leadership and Development | Website Management and Optimization | Omnichannel Campaign Development | Data Analysis and Reporting | Dynamic Content Strategy | Customer Journey Mapping | Stakeholder Collaboration | Project Management | Competitive Analysis | | | | | |
| Awards2021 – Astros Clock Tower at Minute Maid Park—ANA Award of Excellence | 2021 – Good Energy Wall Mural—ANA Award of Excellence | 2021 – Emerging Energy Photography—ANA Lantern Award |2018 – Packaging Design—AMA Crystal Award | 2017 – Automated Service Delivery Platform Launch Event—BMA Lantern Award | 2016 – Infinity System Trailer Traveling Exhibit—BMA Lantern Award | 2015 – Capability Brochure—BMA Lantern Award | 2015 – Best of Category - Digital Programs - Products and Services Catalog—Graphic Excellence Award | 2015 – Best of Category - Offset - Products and Services Catalog—Graphic Excellence Award | 2015 – Digital Division - Gold Award—Graphic Excellence Award | 2015 – Division 1 - Best of Division—Graphic Excellence Award |  2014 – Products and Services Catalog—BMA Lantern Award | | | | | |