

# FERNANDO ALEXIS FUENTES

## Senior Creative Marketing Specialist

(Graphic Designer · Brand Strategist · Campaign Creative · Video Creation)

## Front-End Web Developer

(Full-Stack Capable - React.js)

## Digital Marketing Specialist

(Social Media · Google Ads · Analytics · Email Marketing · SEO ·  
Copywriting · Video Ad Creation)

## CONTACT

281-960-6520 

Linkedin.com/in/  
fernandoalexisfuentes 

The Woodlands, TX 

fernando.fuentes1113@gmail.com 

**PORTFOLIO**   
FernandoFuentes.net

## Dear Hiring Manager,

July 2025

I'm writing to express my interest in a creative marketing or digital design role within your organization. With over 14 years of marketing experience—including the past several years leading national brand campaigns at BubbleUp—I bring a well-rounded blend of strategy, creativity, and technical skill to every project. My experience spans a broad range of diverse industries, including retail, music, entertainment, hospitality, technology, real estate, energy, sports, education, healthcare.

As a Senior Creative Marketing Specialist, I've led digital creative for major clients including Margaritaville Resorts and Restaurants, LandShark Bar and Grill, FINEX Cast Iron Cookware / The Drew Barrymore Show, Denise Austin, SCORPIONS, Blue Otter Polarized, Cadence Bank, YakAttack, Chantal Cookware, SECTIGO, & The Houston Texans. My work included high-performing Meta and Google ad campaigns (both video and static), brand development, and creative direction.

I designed websites and created website design updates for LIVENATION and famous music artists, including: Jimmy Buffett, Eric Clapton, KISS, Aerosmith, Khruangbin, Chris Stapleton, Granger Smith, YEE YEE, Luke Bryan, and more—delivering polished creative, tailored to their audiences.

I'm proficient in Adobe Creative Suite: Photoshop, Illustrator, After Effects, XD, Figma, HTML, CSS, Bootstrap, Tailwind, React, and experienced in SEO, analytics, and cross-channel marketing. I take pride in producing work that is not only visually engaging but also strategically sound. Based in The Woodlands, TX, I bring strong communication skills, a collaborative mindset, and a drive for excellence—whether I'm leading a rebrand or competing on the Pickleball court (where I take the game just as seriously).

Thank you for your time and consideration. I would welcome the opportunity to speak with you about how my skills and experience can contribute to your team's success.

Sincerely yours,

Fernando Fuentes



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## ABOUT ME

### Web Developer | Ad Creative Expert | Bilingual Leader with 14+ Years of Experience

**Creative Direction:** Social Media Ads, Video, Static Design, Branding, Website Design.

**Web Development:** HTML, CSS, Bootstrap, React.js, Next.js, Tailwind CSS, Astro.js.

**Marketing & Strategy:** SEO, Google Analytics, Email Campaigns, Klaviyo, Funnel Strategy.

**Tools:** Adobe Photoshop, Illustrator, After Effects, InDesign, Adobe XD, Figma, and More.

**Languages:** Fluent in English, Spanish & Pickleball.

**Personality:** 100% extrovert, outgoing, expressive, spontaneous, talkative.

## WORK EXPERIENCE

2018 - June 2025

### SR. CREATIVE MARKETING SPECIALIST


BubbleUp Digital Marketing Agency / The Woodlands, TX

Led creative strategy and execution for approximately 20 active campaigns per month, supporting a client base of hundreds across music, hospitality, cookware, and entertainment. Delivered high-impact design and marketing solutions recognized for driving results at scale. Known for a uniquely broad skill set spanning graphic design, branding, UX/UI, front-end web development, SEO, social media marketing, and bilingual media production. Frequently trusted with high-profile, fast-turnaround projects requiring both creative vision and technical precision.

- Designed and executed 300+ pieces of creative per month across ~20 concurrent campaigns, contributing to tens of millions of global impressions and driving sold-out shows nationwide for world-renowned artists and brands.
- My most successful ad, resulted in a 600% revenue spike—a record-breaking achievement that redefined success benchmarks across the agency.
- Developed multiple evergreen campaigns that remained effective through the pandemic, sustaining critical revenue for clients during one of the most challenging business climates.
- Produced viral social media ads that garnered millions of views across Meta and Google platforms, significantly expanding brand reach and fan engagement.
- Spearheaded 3 Times Square billboard designs, including one ad that has run continuously for over three years, showcasing long-term creative impact in one of the world's most high-profile advertising locations.
- Served as the creative lead on over 100 websites and landing pages, supporting major brands like LIVENATION, Denise Austin, The Special Olympics, Margaritaville (so many more) with custom, high-converting web design and front-end development.
- Directed branding across campaigns, establishing cohesive visual identities through photography direction, color systems, typography, and tone—elevating client recognition and consistency across platforms.
- Led and localized marketing campaigns in Spanish, even appearing on live national TV (Univision) and producing radio commercials that opened new markets and created new opportunities for the agency. The client entrusted me to personally represent them in both broadcast and digital media, reinforcing credibility, professionalism, and versatility under pressure.
- Delivered full-service creative support including graphic design, web development, social media strategy, pitch decks, and client communications—bringing a 360° marketing perspective to every campaign.
- Actively contributed to new business acquisition, supporting sales teams with pitch materials, presentation decks, and strategy—helping close multiple high-value accounts and long-term retainers.

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## EDUCATION

2018

**Full-Stack Web Developer**

UT of Austin

Full Stack Coding Boot Camp

2007

**Associate of Arts**

Montgomery College

- Consistently met high-volume, quick-turnaround demands, managing 20+ concurrent projects per month while maintaining top-tier creative quality and brand alignment.
- Recognized internally for unmatched versatility, combining creative direction, execution, and technical delivery with deep customer empathy and communication skills.

2017 - 2018

**WEB DEVELOPER / GRAPHIC DESIGNER / SOCIAL MEDIA MARKETING**

TechEdge Services / The Woodlands, TX

Delivered end-to-end digital solutions for a wide range of industries including education, energy, and beauty—most notably the national franchise Tune Up Salon—driving measurable revenue growth through modern design, strategic marketing, and high-volume production.

- Developed and launched 10+ responsive websites per month, enhancing customer experience and increasing lead conversions by up to 40% across education, energy, and service industries.
- Designed 50+ social media ads monthly, boosting brand awareness and generating thousands of organic and paid impressions, helping clients achieve up to 3x higher engagement rates on Meta platforms.
- Created logos, digital assets, and print-ready magazine ads viewed by thousands, directly contributing to client revenue growth and franchise expansion.

2016 - 2017

**EDITORIAL DESIGNER / GRAPHIC DESIGNER / MAGAZINE DESIGNER**

PR Luxury Media / ReviewIt Magazine / The Woodlands, TX

Served as the sole designer and creative lead across five monthly luxury lifestyle publications—delivering end-to-end design, photography, and editorial layout for both English and Spanish audiences across Greater Houston and exclusive neighborhoods like Carlton Woods.

- Designed and produced 5 distinct magazine brands monthly, reaching a combined audience of 10+ million, including high-profile clients such as celebrities, plastic surgeons, and luxury retailers.
- Led all visual design, photography, and photo editing, ensuring brand consistency and premium editorial standards across 60+ print and digital issues per year, including a fully Spanish-translated edition.
- Collaborated with editorial and sales teams to meet aggressive print deadlines, delivering 100% on-time publication while increasing reader engagement and advertiser satisfaction—contributing to repeat business and expanded distribution.

2011 - 2016

**FRONT-END WEB DEVELOPER / GRAPHIC DESIGNER**

Woodlands Ad Agency / Adnormal

Acted as the company's go-to "Swiss Army knife," seamlessly blending creative design with marketing strategy, web development, and client relations. Played a pivotal role in award-winning campaigns that earned recognition from the American Marketing Association (AMA) across multiple categories.

- Designed and developed high-converting websites, billboard ads, and magazine spreads—directly contributing to multiple AMA wins for Best Billboard, Best Website, and Best Magazine Ad during five consecutive award seasons.
- Managed SEO and Google AdWords strategies that improved organic search rankings and reduced ad spend waste—contributing to measurable traffic growth and increased lead generation for key clients.
- Maintained strong client relationships through weekly visits for custom photography, creative updates, and campaign reviews—actively participating in sales calls and pitch presentations.