

Marketing Communications Manager / Art Director

Analytical and highly creative executive with comprehensive experience directing quality design/visionary projects from conception through completion for a variety of high profile clients/brands.

Adept at listening/discussing client goals and partnering cross-functionally to ensure projects meet all milestones, deadlines, and budget requirements. Proven expertise conceptualizing design element, content, and visual approach of various web portals, including marketing collateral materials and brand identity. In-depth knowledge and understanding of Adobe Creative Suite, Google Suite, MS365, Smartsheet, Marketo, HTML, CSS, and JavaScript. Elite communicator with fluency in English/Portuguese, advanced over German/Spanish, and operational command over French/Italian languages.

Areas of Expertise

Website, intranets

Newsletters, presentations

Corporate Identity & Branding

Infographics & Illustration

Campaign Development

UX/UI

Re-targeting, SEO & SEM

Trade Show Materials

Social Media Presence

Analytics Reporting & KPIs

Cross-functional Collaboration

Accomplishments

- Built and strengthened long-term working relationships with international selling regions through training and deployment of localized web portals as part of a global peer reporting website – qcnet.com. Managed growth at a 4% rate with a total of 2.2M visits and 9.2M page views/year.
- Credited with managing high performing team of four designers that completed an average of 600 projects/year on time. Team credited with delivering a variety of print, digital, and visual communication mediums supporting lead generation growth in a highly regulated industry.
- Developed a library of presentations for diverse audiences: internal training support, senior leadership strategy and customer-facing sales & value proposition decks.

Career Experience

BIO-RAD Laboratories, Irvine, CA

Jan 2006 to Present

MarCom Manager | Senior Art Director | Web Designer

Played an integral role as a web designer by enabling the successful deployment of new version of QCNet web portal under the Marketing Informatics group. Promoted to senior art director and MarCom Manager with a keen accountability overseeing the execution of all digital strategies and online initiatives to drive business growth.

- Provided creative direction and managed projects utilizing outside agencies and vendors.
- Led the successful content management of vertical segment of the Quality Systems division on Bio-Rad.com.
- Pivotal in accomplishing various projects on time and achieving meaningful results in collaboration with diverse functional groups, such as software engineers, web developers, graphic artists, project managers, and regulatory affairs.

Additional Experience

- Head of Graphic Design Department | Total Image Printing
- Manager of Design and Senior User Interface Designer | Frontera Corporation (Former Homepage.com)
- Senior Graphic Designer & Corporate Image Specialist | Hypertree Corporation
- Graphic Designer | In Puncto Design and Fraunhofer Institute

Education

BA in Industrial Design; Second Major in Visual and Communication Arts

Pontificia Universidade Catolica of Rio de Janeiro, Brazil (PUC-RJ Catholic University)