

Marco A. Marquecho

Visual Communications Artist
UX/UI & Web Designer-Photographer

contact.

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 www.marquecho.com



skills.



experience.

2011-2017	Powerfull Systems <i>Marketing Director</i>
2016-2017	Light & Green <i>Independent Consultant</i>
2013-2016	Integrated LED Controls <i>Marketing Director</i>
2014-2014	Powerfull Electric <i>Marketing & Branding Consultant</i>
2013-2014	Beach Craft Products <i>Board of Directors - Marketing & Branding</i>
2008-2018	Vision Art Design Group <i>Creative Director - Principal</i>



education.

	Graphic Design & Digital Art <i>Riverside City College</i>
	Web Master & Java Script <i>Riverside City College</i>
	Computer Graphics Technology <i>Riverside City College</i>
	Digital Photography <i>Riverside City College</i>
	Psychology & human Relations <i>Executive & Administrative Selection Institute</i>
	Aeronautics Operations Officer <i>Aeronautics Studies Center</i>

Skilled Visual Communications Artist, Marketing Consultant & Photographer with 16+ years of experience (collectively) serving as Marketing Director, Social Media Manager, UX/UI Graphic & Web Designer, Prepress Technician & Commercial Photographer within an in-house marketing department as well as an independent advisor.

Throughout my career, I have provided effective Marketing Strategies and Creative Services to clients ranging from small business to medium companies and corporations.

Experience includes creation of integrated marketing plans with a defined brand positioning and message to achieve consistent marketing communications. Identification of Ideal clients and personas to develop laser targeted advertising campaigns. Creation of responsive code, wireframes, and design comps for web architecture. Design of websites and landing pages based on web information architecture and "user experience" research and data analysis. Responsible for the design, development and production of print marketing materials, PowerPoint presentations, event invites, advertisements, corporate identity, continuous forms, vehicle graphics, logos, and a wide range of other collateral marketing materials.

Experience also encompass the implementation and set up of all social media channels from the ground up. Management of social media activities, including posting creation, scheduling and advertising. Direction and coordination of trade shows, "lunch N learn" events, hosted parties and dinners, PR releases, as well as magazine and trade publications advertising. Management and coordination of third party vendors for Google AdWords and Retargeting advertising campaigns. Development of email marketing materials, company's electronic newsletters, html based email invites, email signatures and electronic v-cards. Creation of verbiage, storyboards and animatics for promotional videos. And a proved ability as a photographer to create professional images of architecture, products, events and corporate team portraits for advertising and inclusion into marketing materials and promotions.

"We are what we repeatedly do. Excellence, then, is not an act, but a habit". ~Aristotle