

MARCO A. MARQUECHO

Marketing & Graphic Designer | 20+ Years Experience | B2B Specialist

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Conversion-focused design and marketing strategy — from brand identity to AI-enhanced campaigns.

PROFESSIONAL SUMMARY

Strategic Marketing & Graphic Designer with 20+ years of experience developing high-impact visual systems across digital, print, and social media channels, bridging creative execution with B2B marketing strategy to deliver measurable business outcomes. Proven ability to build brand identity systems from the ground up, lead conversion-focused campaigns from brief to launch, and align design decisions with revenue objectives across manufacturing, technology, and service sectors. Skilled in UX/UI and web design, multi-channel campaign execution, and trade show production, with recent specialization in AI-driven marketing workflows that enhance efficiency, accelerate content generation, and optimize campaign performance. The industries change. The approach stays the same: design that connects to revenue.

CORE SKILLS

Adobe Master Suite & Firefly • Figma • Brand Identity Systems • Digital Campaign Design • AI-Assisted Workflows
• UI/UX Design • Email & Social Marketing • Web Design / WordPress • HTML / CSS • Trade Show & Events

IN-HOUSE & CONSULTING EXPERIENCE

Visual Communications Strategist & Creative Director

2005 – Present

Vision Art Design Group • Ongoing Independent Practice maintained continuously alongside full-time in-house employment and consulting roles below.

- Creation, management & implementation of integrated marketing plans to achieve consistent marketing communications.
- Delivered print & digital collateral marketing assets for small and mid-sized businesses.
- Built complete brand identities from concept through final production for 20+ companies.
- Managed social media strategy and email marketing campaigns to improve client engagement.

Marketing Director & Graphic Designer

2011 – 2017

Powerfull Systems | Powerfull Electric

- Designed 40+ annual print and digital campaign assets across 5 B2B product lines, including trade show booths, event invites, vehicle graphics, email series, brochures, and social content marketing materials.
- Built and managed all social media channels from zero. Created a strategy, including a content calendar and paid advertising, establishing a consistent posting cadence within 6 months.
- Coordinated trade shows, 'Lunch N Learn' events, PR releases, CRM implementation, and trade publication advertising.

Result: The digital campaign drove new B2B client acquisition and a documented, sustained social media presence within 6 months.

SeeLess Solutions | Light & Green

- Designed websites and landing pages using UX research, information architecture, wireframes, and responsive code.
- Created a new brand identity system, including logo family, style guides, and established collateral materials usage rules.
- Identified ideal client personas to develop targeted digital advertising assets and conversion-focused email campaigns.

SELECTED PROJECTS & RESULTS

Breakpoint Pools — AI-Powered Content Campaign

Built an AI-assisted content engine covering website, social, email, and Google Business. Reached 48.7K in one quarter, generated 312 qualified leads, and supported messaging across 200+ properties served.

SeeLess Solutions — Multi-Channel Brand System

Built one brand identity system spanning print, packaging, web, and trade channels. Cut asset production time by 70% while holding 100% spec accuracy and brand consistency across 8 channels.

CERTIFICATIONS, INDUSTRIES & SKILLS

Certifications:

- **AI for Marketing Specialization** — AI Business School
- **Digital Marketing Certified** — HubSpot Academy
- **Foundations of User Experience (UX) Design** — Google
- **Code in Place (Python Programming)** — Stanford University

Industries:

Manufacturing | B2B Technology | Smart Home & Lighting | Software | Pool & Spa | Hospitality | Entertainment

Skills:

Adobe CC | Figma | Canva | Corel Draw | Affinity | Midjourney | Adobe Firefly | ChatGPT | Claude AI | CapCut
Google Analytics | Make AI | Divi5 | WordPress | HubSpot | NotebookLM | Railway | GitHub | n8n | Miro

ADDITIONAL EXPERIENCE

Production Flow Section Lead | *Fleetwood Windows & Doors* | 2018-2025

Operations role in manufacturing logistics; maintained active freelance design practice (see above) throughout this period.

AVAILABILITY

Full-time, Contract or Hybrid | Riverside, CA & Remote | Available Immediately