

MARCO A. MARQUECHO

Marketing & Graphic Designer | 20+ Years Experience | B2B Specialist — Riverside, CA (Open to Remote & Hybrid)
• marco@marquecho.com • 951.707.5033 • www.marquecho.com • [linkedin.com/in/marco-a-marquecho-801542a](https://www.linkedin.com/in/marco-a-marquecho-801542a)

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

PROFESSIONAL SUMMARY

Strategic Marketing & Graphic Designer with 20+ years bridging creative execution and B2B marketing strategy. I build brand identity systems, conversion-focused campaigns, and AI-enhanced content workflows across manufacturing, technology, and service companies. Proven ability to lead projects from brief to launch — including digital campaigns, trade show programs, web redesigns, and full brand overhauls — with documented business outcomes.

CORE SKILLS

Adobe Master Suite • Figma / UX Design • Brand Identity Systems • Digital Campaign Design • Email & Social Marketing
• AI-Enhanced Workflows • Web Design / WordPress/ Divi5 • HTML / CSS • Photography & Video • Trade Show & Events

IN-HOUSE & CONSULTING EXPERIENCE

Visual Communications Strategist & Creative Director 2005 – Present

Vision Art Design Group • Ongoing Independent Practice maintained continuously alongside in-house 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.
- Produced professional product and event photography for inclusion in marketing campaign materials.

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.

UX/UI / Catalog & Independent Branding System Consultant 2016 – 2017

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 & TOOLS

Industries: Manufacturing | B2B Technology | Smart Home Control & Lighting | Software | Pool & Spa | Hospitality | Entertainment
Software Skills: Adobe CC | Figma | Canva | WordPress | HubSpot | Midjourney | Adobe Firefly | ChatGPT | Claude AI | Google Analytics
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