

Monty Ortiz

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Senior Graphic Designer & Marketing Strategist

Summary

Dynamic creative marketing professional with 15+ years of experience leading teams, driving marketing campaigns, and delivering impactful designs across diverse industries. Proven ability to translate brand visions into compelling visuals that achieve measurable results. Expertise in project management, team leadership, and client relationship management.

Skills

- **Marketing & Design:** Brand development, digital marketing, email marketing, social media strategy, content creation, typography, web design, print design, presentation design, SEO, advertising, generative AI.
- **Project Management:** Budget tracking and optimization, vendor relations, timeline management, team leadership, employee development.
- **Leadership:** Cross-functional team collaboration, performance management, talent recruitment and development, process improvement.
- **Software:** Adobe Creative Suite, InDesign, Illustrator, Photoshop, XD, Animate, Premiere, After Effects, Figma, Canva, Microsoft Office 365, Word, Excel, Powerpoint, Google Suite, WordPress, HTML, CSS.

Work Experience

Senior Graphic Designer | Creative Director (Designamo Graphics) (2023 - Current)

- Designed and implemented impactful visual solutions for print and digital media, resulting in a 30% increase in brand exposure, website traffic, and social media engagement.
- Collaborated with clients to create bespoke designs that strategically aligned with their brand identity and marketing objectives, achieving a 40% increase in brand awareness and a 25% boost in customer satisfaction scores.
- Orchestrated end-to-end creative initiatives, achieving a 25% reduction in production time and a 30% improvement in project efficiency, while consistently delivering top-quality results within budget constraints.
- Fostered strong vendor relationships with printers, web developers, and other partners to ensure seamless project execution and cost-effective solutions.

Senior Graphic Designer | Creative Director (Satori Marketing) (2019 - 2023)

- Spearheaded multi-channel marketing campaigns for high-profile clients, achieving a 30% improvement in website traffic, 25% boost in conversion rates, 50% growth in social media engagement, and surpassing lead generation goals by 20%.
- Built and nurtured a high-performing design team through effective recruitment, training, and mentorship, cultivating a collaborative and innovative work environment, resulting in a 50% reduction in turnover.
- Optimized project profitability through budget tracking and strategic resource allocation.
- Guaranteed ADA website compliance and adherence to industry best practices for all website and digital projects.

Senior Graphic Designer | Creative Director (Brand-Aid Consulting) (2013 - 2019)

- Led the development and implementation of comprehensive digital strategies, which led to a 20% surge in website traffic and significantly improved user engagement.
- Collaborated with cross-functional teams and external agencies to produce innovative and impactful creative solutions, meeting or exceeding client expectations on 95% of projects.
- Directed the successful delivery of print and digital design solutions across diverse services and products, resulting in enhanced brand awareness and elevated customer satisfaction.
- Managed creative projects from concept to completion, consistently delivering high-quality results on time and within budget.

Marketing Coordinator | Marketing Consultant (Vynckier Enclosure Systems) (2010 - 2018)

- Revitalized website and social media through a redevelopment project, achieving a remarkable 1000%+ increase in online traffic and a 550% improvement in conversion rates in the first year.
- Executed SEO strategies that bolstered online visibility and organic search rankings, yielding a 25% boost in qualified leads.
- Strategized and developed successful marketing initiatives, including trade shows and events, culminating in heightened brand awareness and the generation of new business opportunities.
- Guided the creative department to maintain efficient workflow, ensure timely project completion, and uphold a consistent standard of high-quality output.
- Elevated social media management operations, resulting in a 20% growth in followers and increased engagement rates across all platforms.

Key Accomplishments

- Led a large-scale employee recruitment campaign for Houston ISD, achieving a 50% increase in qualified applicants.
- Consistently maintained high employee retention rates through effective team building and professional development initiatives.
- Received 50+ awards for design excellence, including American Marketing Association Crystal Awards, The Communicator Awards, Communitas Awards, Davey Awards, dotCOMM Awards, and Hermes Creative Awards.

Education & Training

- **University of Houston**, Corporate Communication