

ALVARO A. ZEPEDA

I'm a Multimedia Designer and Marketing Professional with 15 years of experience. I combine creative design expertise with marketing proficiency to revitalize teams by expanding their creative capabilities, cutting costs through in-house production, elevating event design, and amplifying brand reach.

Core Strengths

- Fluent in English & Spanish
- Creative Visual Communication & Multi-Media Design
- Traditional & Digital Marketing
- Brand Development & Messaging
- Promotional & Advertising Campaign Expansion
- Collaboration & Adaptability
- Problem-Solving & Initiative
- Multi-Disciplinary Thinking
- Project Management
- Content Creation & Curation
- Technical Proficiency
- Event Branding & Management
- Digital & Print Graphic Design
- Print Production Process
- Website & Digital Asset Management
- Email Marketing Design & Optimization
- Photo Editing & AI Image Generation
- Video Editing & Motion Graphics
- Photography & Video Production
- Page Layout & Typography

Experience

Ascom Americas

Digital Marketing Manager

Morrisville, North Carolina

Nov. 2019 – Oct. 2024

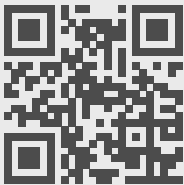
- Partnered with senior leadership, product managers, and stakeholders to strategize and implement B2B marketing initiatives for over 100 partner companies.
- Enhanced department's creative output, establishing as most productive regional marketing team among 19 global regions.
- Engineered and executed a high-impact marketing campaign for Ascom's demonstration laboratory, incorporating targeted mailers, video content, photo shoots, social media graphics, and advertisements, effectively driving over \$1M in new orders.
- Conceptualized and designed an innovative physical RFP box presentation kit that successfully strengthened client relationships and secured new business.
- Created on-brand and co-branded marketing deliverables for over 100 partner companies across the Americas in English, French, and Spanish.
- Pioneered the use of Dynamics 365's marketing module, tailoring it to regional needs and launching campaigns for contact lists of 30K with enhanced segmentation and analytics.
- Led a successful regional migration to a new extranet platform, transferring over 1,000 assets and on-boarding over 500 users with detailed guides, strategic communication, hands-on support, and ongoing technical assistance for smooth adoption.
- Developed and executed multichannel visual assets for over 10 product launches and promotional campaigns, significantly expanding their audience engagement and reach.
- Primary manager of the Ascom Americas website, optimizing content, overseeing thousands of documents, implementing cost-saving measures, and enhancing user experience, reducing expenses by \$3K annually.

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CLICK / SCAN TO VIEW

PORTFOLIO (2019 – 2024)



CLICK / SCAN TO VIEW

PORTFOLIO (2010 – 2019)

Education

Bachelor of Science in
Digital Arts & Design

Full Sail University
Florida, USA, 2010 March

Top Software Skills

Adobe Creative Cloud
InDesign
Acrobat
Photoshop
Illustrator
After Effects
Premiere
Audition
OBS Studio
Dreamweaver
Figma
Canva
PowerPoint
Keynote

- Developed COVID-19 response presentations and collateral during the pandemic, generating over \$3M in new orders despite remote work challenges.
- Created a monthly partner newsletter for over 450 external readers and 170 colleagues, delivering complex updates in concise, clear, and engaging formats.
- Co-led the creation of an internal culture program to engage 170 employees during the pandemic, incorporating a micro-site, email campaigns, mailers, and multimedia content.
- Produced motion graphics and video content for sales, training, and social media initiatives, significantly increasing YouTube followers by 20%.
- Designed reusable templates in Canva and Outlook, streamlining marketing workflows for lead generation, news announcements, events, and product promotions.
- Managed the design and production of large-format graphics for trade shows, overseeing \$400K budgets and ensuring timely vendor deliverables.
- Created multimedia content for employee and partner events, strengthening relationships and boosting morale with budgets of \$100K–\$200K and with hundreds in attendance.

- Modernized corporate identity and branding across all locations, refining logos, standardizing materials, and designing a luxury-themed logo treatment.
- Designed the invitations, event signage and presentation deck for the company annual Corporate Holiday Party budgeted at \$200K as well as for the yearly Manager of the Year ceremony budgeted at \$50K.
- Played a key role in the opening of two multi-million-dollar locations by creating sales collateral, marketing brochures, advertising, direct mailers, and financial viability reports.
- Created over 150 compelling email campaigns informing over 75K readers of news, new services, events, promotions, and tailored life style recommendations.
- Collaborated with HR and training to produce bilingual instructional, safety, and compliance materials adopted company-wide.
- Re-designed five brochures and introduced three new community brochures, managing layout, typesetting, formats, production, and ensuring quality.
- Introduced motion graphics and video production, adding innovative storytelling and dynamic capabilities to the department's offerings.
- Served as lead designer and trainer for the company's digital signage system, enhancing internal communications across multiple departments.
- Reduced printing costs by shifting flyer and survey production in-house.

- Designed a creative brief template adopted by a 30-person sales team, streamlining workflow, collaboration, and cross-departmental communication.
- Successfully served over 10 client accounts with graphic design and multimedia solutions.
- Enhanced online visibility for small businesses through Google Ads, SEO, social media marketing, and email marketing templates.

Nonprofit Volunteer Experience

Metropolitan Counseling Services

Roswell, Georgia (2019)

Preferred Behavioral Health Group

Brick, New Jersey (2019)

SOMO

Nairobi, Kenya (2019)

Awards & Recognition

Faba's Florida PRISM Gold Award – Overall Marketing Campaign (2014)

NAHB Best 55+ Housing Gold Award – Direct Mail, Print Advertisement, Sales & Marketing Event (2013)

The Palace Group Luxury Senior Living – Manager Of The Year (2013)

NAHB Best 55+ Housing Gold Award – Best Print Advertisement (2012)

Other Software Skills

Various Content Management Systems

Various Digital Asset Management Systems

Various Email Marketing Providers

Various Project Management Platforms

Microsoft Office 365

Dynamics 365

Final Cut Pro

Google Search Console

Google Analytics

Google Ads

WordPress

HTML/CSS