

# ALVARO A. ZEPEDA

I'm a Multimedia Designer and Marketing Professional with over 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

### Self-Employed

Freelance Designer & Marketing Consultant

Durham, North Carolina

Nov. 2024 – Present

- Partnered with diverse businesses to deliver design and marketing services, including brand identity design, print collateral, and a website launch encompassing webpage design, editing, coding, and content management. (References available upon request)

### 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.
- Created multimedia content for employee and partner events, strengthening relationships and boosting morale with budgets of \$100K-\$200K and with hundreds in attendance.

786-262-6706

al@alvarozepeda.net

Durham, North Carolina

in/alvarozepeda



CLICK OR  
SCAN TO  
VIEW

PORTFOLIO (2019 – 2024)



CLICK OR  
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:** InDesign, Acrobat, Photoshop, Illustrator, XD, After Effects, Premiere Pro, Audition, Substance 3D, Firefly, Dreamweaver

**Microsoft:** Word, Excel, PowerPoint, Publisher, Teams, SharePoint, Dynamics 365, Power BI, Lists, Forms, Designer, Clipchamp, Sway

**Apple:** Pages, Numbers, Keynote, Final Cut Pro, Logic Pro, Motion

**Google:** Workspace, Analytics 4, Ads, Tag Manager, Search Console, YouTube Studio

**Other:** ChatGPT, Discord, Midjourney, OBS Studio, Figma, Sketch, Canva, WordPress, HTML / CSS, HubSpot Marketing Hub, Salesforce, Slack, Tableau

**Ascom Americas** *(Continued from page 1)*

Digital Marketing Manager

**Morrisville, North Carolina**

Nov. 2019 – Oct. 2024

- 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.
- 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%.
- Managed the design and production of large-format graphics for trade shows, overseeing \$400K budgets and ensuring timely vendor deliverables.

**The Palace Luxury Senior Living**

Graphic Designer &amp; Marketing Coordinator

**Miami, Florida**

Nov. 2010 - Dec. 2018

- 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.

**OMG National Digital Advertising Agency**

Graphic Designer

**Davie, Florida**

Aug. 2010 - Nov. 2010

- Delivered graphic design, multimedia, and digital marketing services for over 10 client accounts, boosting visibility through Google Ads, SEO, social media, and email campaigns.
- Created a creative brief template adopted by a 30-person sales team, improving workflow efficiency, collaboration, and cross-department communication.

**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 Ai Platforms

Various Content Management Systems

*Various Customer Relationship Management Tools**Various Marketing Automation & Campaign Management Platforms**Various Analytics, Reporting & Data Visualization Tools**Various Advertising & Social Media Management Systems*

Various Digital Asset Management Systems

Various Project Management Platforms