

RODRIGO CUSTODIO

Sr. Creative Graphic Designer

Houston, TX 77084

rodrigo@rodrigoc.net

(832) 955.6260

Innovative Graphic Designer who produces dynamic visuals for web, print, and digital projects.

Over the last 18 years in the Marketing and Design business, I became an innovative Graphic Designer who produces dynamic visuals for web and digital projects with expertise in Graphic Design, Art Direction, and Project Management. My top areas of experience are Marketing, Branding, Communication Strategy, and Multi-platform Solutions for any project or company.

Either managing teams or working directly with business owners, my approach is always to find the best solution that not only fits the project but also is related to the extension of the positive results we will offer, taking into consideration the budget, the culture, and every individual involved in the process.

- Creative hands-on professional with expertise in graphic design, art direction, and project management. Solid artistic and design experience who excels in leading teams.
- Graphic Designer who expertly researches and develops emerging concepts and trends. Tech-savvy and creative. Passionate and visionary creator of innovative advertising campaigns and manages time well in fiercely competitive, fast-paced environments.
- Strategically thinking the marketing and branding solutions for any kind of business.
- Designing promotional materials including flyers, brochures, direct mail pieces, products, etc.
- High Web Design experience assisting in updating the organization's websites and maintaining all of the company's online & print advertising.
- Producing interactive content for social media including, but not limited to: Using Twitter, Facebook, LinkedIn, and other channels to actively and constantly engage a growing following of people within our target audience.
- Staying one step ahead of trends and help the organization stay focused on goals Performing outreach marketing efforts & attend networking events, trade shows, expos, etc. Assisting in the development and design of clients signage identifying problems/errors in our sales/marketing efforts and offer solutions

At Marketing and Advertising Agencies I had the opportunity to work in different positions which helps me to understand and optimize internal processes and results. A combination of years of experience and passion for great communication in all ways.

Always connected on emerging technology/trends in web-based communications as well as the top established systems capabilities. I proactively suggest changes to reach the best delivery selecting tools that will save people's time and investment; I'm able to improve the quality of any project approaching the team and clients with great alternatives.

I have excelled in working effectively with a wide variety of clients to complete projects successfully and achieve measurable results. I am a strong communicator, strategic planner, and problem solver, and I am quick to adapt, learn, and apply new professional skills in fast-paced environments.

Ability to take on leadership roles within teams and to work with stakeholders throughout the organization to achieve goals.

Willingness to conduct research in order to guide and support marketing efforts to reach target audiences and outstanding support for customers, vendors, external business partners, etc. in order to drive success.

Willing to relocate: Anywhere

WORK EXPERIENCE

Creative Marketing Manager

Advanced Fertility Center of Texas - Houston, TX

August 2016 to April 2020

At Advanced Fertility Center of Texas, my main position was to support the Marketing Department with all Graphic Design, Web Design, and Video Production projects. I started in 2015 helping the company find the best path for better branding and message positioning. Over the last 2 years, I start managing all Marketing strategies, consultation and plans for online advertising, web design services, social media content production, and collateral services such as B2B and B2C direct services increasing the annual revenue by more than 23% utilizing the same budget of the previous year. My top passion is branding but I also love marketing strategies and creative services.

Creative Director

ZNA Design - Houston, TX

July 2013 to November 2019

ZNA Design is a branding agency, full service attending clients around Houston and other countries like China, Turkey, Sweden, Brazil, and London. I started as a Sr. Graphic Designer and in 9 months I was promoted as a Creative Director developing since Marketing Strategies and Art Direction as well, supervising 4 people team with 3 Graphic Designers and 1 Copywriter. A designed user interface, tools, and web pages to meet branding guidelines and web best practices.

Designed art and copy layouts for direct mail advertising material. Designed advertisements, tradeshow banners, and signage from concept through completion. Translated discussions into leading on-demand app design and layout. Worked with internal clients to determine strategy and design for annual marketing campaigns. Developed design deliverables that elevated, differentiated, and functioned on-brand and on-strategy.

Senior Graphic Designer

RC Marketing & Design - Houston, TX

January 2014 to 2019

RC Marketing and Design is my company that offers creative, web, and graphics services for all businesses. Our portfolio includes Graphic Design, Web Design, Marketing Consultancy, Business Assessment for Online Campaigns, Social Media Strategies, and Content Development.

Sr. Graphic Designer

Next Productions - Houston, TX

July 2013 to May 2014

Next Productions is a company with the main focus on Brazilian Parties, Events, and Concerts. My responsibilities at Next was directed pointed for Graphic Design and Visual Concept for all production needs like print materials, online promotion, social media management, website development, and branding design.

Maintained consistent use of graphic imagery in materials and other marketing outreach.
Updated computer graphic files using graphics software programs. Generated computer graphics and page-layout software, graphic elements, and photography. Translated discussions into leading on-demand app design and layout.

EDUCATION

Professional Certificate in Marketing Communications

International Business Management Institute - Berlin, Germany
July 2020 to August 2020

Bachelor's degree in Graphic Design

Ashworth College - Norcross, GA
April 2020 to July 2020

Bachelor's degree in Data Analysis and Information Technology Process

Adventist University - Sao Paulo, Brazil
January 1999 to December 2001

SKILLS

- Digital media (10+ years)
- Marketing Consultant (10+ years)
- Advanced Graphic Design (10+ years)
- Video Editing (6 years)
- Wordpress (9 years)
- Website Design (9 years)
- Branding Design Specialist (8 years)
- Adobe Creative Suite (10+ years)
- Photography (4 years)
- Social Media Marketing (7 years)
- Video Production (5 years)
- Graphic Design
- Branding
- Adobe InDesign
- Adobe Illustrator
- Adobe Premiere
- Layout Design
- User Experience (UX)
- Web Design
- Adobe Photoshop
- Adobe Lightroom
- Lightroom
- Premiere
- After Effects

- Adobe Premiere Pro
- Typography

LINKS

<http://www.rodrigocustodio.com>

ASSESSMENTS

Marketing — Highly Proficient

September 2020

Understanding a target audience and how to best communicate with them.

Full results: [Highly Proficient](#)

Graphic Design — Proficient

September 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Proficient](#)

Social Media — Proficient

September 2020

Creating content, communicating online, and building a brand's reputation.

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

PUBLICATIONS

Online Web Design Instructor (Portuguese)

<https://superpaginas.com.br/treinamento-super-paginas/>

November 2019

I developed an online course focused on web design for non-skilled workers in Brazil, offering the opportunity for thousands of students to reach an extra income or maybe a new career, learning about web design, landing pages, and sales pages. My course includes more than 50 videos, 5 hours of practical instructions, and a complete guide on how to reach the best results in the Web Design Business.

ADDITIONAL INFORMATION

Also, expertise in:

- Print advertisements
- Visual communication principles
- Christian Arts
- A superb eye for detail
- Photography
- Excellent communication skills
- Project presentations
- Marketing Consultant
- Web site advertising
- Advertise Campaigns Consultant
- Website design expert
- Excellent leader
- Social media expert
- Complex problem-solving
- Advanced graphic design
- Creative design layouts
- Web site and electronic marketing