

David Gonzalez

CREATIVE LEADER

See some of my work at www.theowldesigns.com

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Profile

Bilingual creator with 13+ years of experience managing graphic design and marketing projects from start to finish. Skilled in art direction, multi-platform marketing campaigns, planning, in-house team collaboration, and vendor management.

Strong ability to balance creative and strategic thinking to ensure on-time, high-quality, and budget-friendly project completion with minimal supervision.

Experience

Lone Star College 2022 - Present Manager, Product Marketing & Creative Design

- Serve as creative project manager, skillfully coordinating timelines, activities, budget, and personnel resources to achieve complex projects.
- Develop product marketing strategies and plans for college programs and special initiatives, with a focus on target audiences and market trends.
- Provided creative/art direction for internal and external materials, including print, advertising, and digital elements, in collaboration with the Director of Marketing Services.

Senior Graphic Designer (Full-time) 2016 - 2022

- I drive strategic campaigns that boost visibility and engagement, while also devising innovative strategies to achieve objectives.
- Art directed and produced the 2020-2021 LSC transitional marketing campaign across print, digital, and social channels for the system's 80,000+ students.
- Led the creative process of the 2018-2020 LSC Employee Giving Campaign, which raised over \$800,000 for scholarships.
- Collaborate with clients and leadership to provide marketing data and make informed decisions to achieve project goals.

Graphic Designer (Full-time) 2013 - 2016

- Responsible for creating branded marketing materials, photography, in-house large-format printing/installation, hiring and training designers, prioritizing and assigning projects, purchasing, reconciling funds, and more.
- I secured a \$17,000 grant to purchase a large-format printer to produce materials in-house, saving thousands yearly.

Graphic Design Specialist (Full-time) 2011 - 2013

- Designed and produced marketing materials under the guidance of the Creative Services Manager.

The Owl Designs (Creative Leader/Owner) 2009 - Present

- My focus is on delivering exceptional work and effective results. I excel at simplifying complex problems to provide practical solutions tailored to each client's needs.

Education

BFA Graphic Design (Cum Laude)

University of Texas-Pan American
Edinburg, TX
May 2011

Software & Skills



Adobe Acrobat, Illustrator, InDesign, Lightroom, Photoshop

Bilingual (English & Spanish)

Microsoft: Word, Power Point

Constant Contact/Email marketing

Large format print/install

Art & Creative Directing

Strategic Planning

Brand & Project Management

Training & Development

Efficient & Detail Oriented

Problem Solver

Awards & Recognitions

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| 2022 | Lone Star College Staff Excellence Nominee |
| 2021 | LSC Professional and Support Staff Association Vice President |
| 2021 | Telly Award Bronze |
| 2020 | NCMPR Gold |
| 2017 | NCMPR Gold, (2) Silver, Bronze |
| 2017 | AMA Houston Crystal Awards Finalist |
| 2014 | Lone Star College Staff Excellence Award |