

# FERNANDO MAGANA ■ CREATIVE DIRECTION / SERVICES ■ PROJECT & PRODUCT MANAGEMENT

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## SKILLS

- Creative Direction
- Brand Direction
- Department Management
- Project Management
- Product Management
- Marketing Collateral
- Video Production
- Web Assets
- Web Design
- SEO
- Catalog Design
- Social Media Marketing
- Large Format Printing
- Print Production
- Vendor Management
- Procurement
- Deadline Oriented
- Team Oriented

## SOFTWARE SKILLS

- Mac & PC Proficient
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Acrobat Pro
- QuarkXPress
- Acrobat Pro
- Microsoft Office
- Wix
- WOST
- Connect 2.0
- CORE
- Nano Inventory

## LANGUAGES

English & Spanish  
*Fluent and proficient*

## WORK EXPERIENCE

### DIGITAL MARKETING MANAGER MATRIX HOME SOLUTIONS ————— 2021-2022

- Creative Direction
- Content Creation
- Brand Management
- Plan and execute digital marketing campaigns
- Develop and manage website content
- Develop digital presentations
- Advertisement development
- Video and audio editing
- Green screen video production
- Physical event signage
- Sales collateral
- Product Catalog design
- Identify opportunities for continuous improvement
- Remain current on Matrix's and subsidiary businesses, key messages, branding, stakeholder priorities
- Identify and secure resources to make sure final product meets company standards, such as images, motion graphics, software and subscriptions
- Provide feedback
- Strong creative vision with an understanding of business objectives
- Adobe Creative Suite
- Microsoft Office
- Monday.com

### TRADE SHOW PROJECT MANAGER GLOBAL EXPERIENCE SPECIALISTS ————— 2019-2020

- Creative Services Project Manager for the Chicago Auto Show, Pittcon, Hispanic Association of Colleges and Universities, NABT Professional Development Conference along with many other shows and events
- Evaluate 3-D CAD drawings for event structures
- Lead and oversee daily activities of the project's life cycle
- Submit projects to the creative team and assign a priority level
- Work with and support cross-functional project teams
- Provide project status updates to team managers
- Persistently strive to meet client expectations and ensure delivery of the highest quality
- Implement solution-driven decisions, even when faced with uncertainty
- Stay up to date on booth construction and industry trends
- Excellent customer interactive skills
- Detail work orders for better comprehension
- Setup workflows that helped all involved stay up to speed with the status of any project. This usually included the Account Executive, Account Manager, and client.
- Responsible for vendor communication when estimating outsourced production
- Team player
- Weekly capacity meetings with our USA divisions
- Creative Suite (Photoshop /Illustrator/In-Design/Acrobat)
- MS Office, Connect 2.0 (Workflow software), WOST (Project Tracking), and Oracle (Project Work Orders).

### PRODUCT MANAGER/SALES/DESIGN TRANSPONDER CITY ————— 2015-2019

- Product management: Ensuring products meet customers' demands (Order accuracy, assembly, frequency diagnostics, quality inspection, and time frame adherence)
- Increased company's visibility through social media and face-to-face marketing
- Inside Sales with set monthly goals
- Development of promotional collateral for our B2B clientele
- Sustain product profitability in our automotive auction market
- Research competition for pricing and reviews
- Building and maintaining relationships with key customers
- Keeping a clear channel of communication with company management
- Maintaining accurate knowledge of our products for our B2B and B2C accounts
- Product purchasing and negotiation from multiple vendors
- Monitor supply issues between vendors and our expectations
- Foresee product demands to keep stock at optimal levels
- Review customer feedback and resolve any client issues or complaints
- Facebook Admin: Uploading photos, promotions, and responding to inquiries
- Inventory management: Assigning proper item codes to each new product for inventory control and reference
- Programming using Advanced Diagnostics systems such as T-Code Pro and MVP Pro, D-Max, Hotwire, Tri-Code, CK-100+, and Nano Inventory • Adobe Suite application proficiency • Microsoft Word, Excel, Powerpoint application proficiency

## PREVIOUS EXPERIENCE

CREATIVE SERVICES DEPARTMENT MANAGER | THE BROWNSVILLE HERALD

SUPERVISOR / DESIGN DEPARTMENT | FIBRE-CRAFT MATERIALS CORP.

ART DIRECTOR | MTI VACATIONS

GRAPHIC DESIGNER | RKA AND ASSOCIATES ADVERTISING AGENCY

## EDUCATION

COLUMBIA COLLEGE, Chicago, IL | Bachelor of Arts



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fernandomagana



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