

Leonardo Galvez

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Experienced Marketing Manager | Project Manager | Graphic Designer

"Highly creative, organized and detailed oriented"

Qualifications Summary

- 9+ years of combined experience in various marketing, management, design and leadership positions.
- Consistently recognized for ability to translate stakeholder communications into a suitable solution.
- Strong customer service and problem solving skills.
- Quickly learn and master new technology; equally successful in both team and self-directed settings; and proficient in a range of computer operating systems, hardware, software and tools.
- Excellent Negotiation, Persuasion, Time Management and Social Perceptiveness skills.
- Bilingual in Spanish / English (*Translation and Simultaneous Interpretation*).

Technology Summary

Systems: Mac & Windows proficient

Software: Adobe Creative Suite (InDesign, Photoshop, Illustrator, Dreamweaver & Acrobat), MS Office (Word, Excel, PowerPoint, Outlook)

Web Tech: HTML & CSS experience • Joomla CMS • Google Drive & Google Analytics

Professional Skills

Marketing & Communications

- Develop effective and creative marketing materials including sales media kits, posters, flyers, mail-outs, brochures based on client needs and objectives.
- Evaluate target markets and propose new marketing strategies.
- Manage all phases of direct mail projects; monitor production team; recruit and guide vendors; oversee print operations and coordinate mailing process.
- Collaborate with clients on design projects, advertising designs and database/mailling list management.
- Drive customer awareness of services and products, and feed into future iterations of product development with customer engagement top of mind.
- Introduce Social media marketing campaigns to promote newly designed mobile radio app, increasing audience dramatically and creating brand recognition.
- A key decision maker in the development and design of the web property, strategies and business model from inception.
- Work directly with President to consistently improve company's products, services and all aspects of operations as needed.

Production & Project Management

- Manage project execution to ensure adherence to budget, schedule, and scope.
- Coach sales reps and ad designers, supervising production of bilingual weekly publication and quarterly business directory, from retrieval to conversion of data into workable ad content for layout integration.
- Ensure that ad proofing, pagination, price matrix, pre-flight and file delivery to press is completed on schedule.
- Reinvented the ad building process utilizing the data merge concept in order to automate ad design production, minimizing errors and resulting in faster turnaround times.
- Supervise all aspects of existing vendor interactions, including writing purchase orders, procuring quotes and shopping for new vendors as needed to meet project goals, negotiating best pricing quotes.

Operations Management & Business Administrative

- Run daily operations of a weekly bilingual publication and a quarterly business directory.
- Hire, train, coach, supervise and motivate staff members, evaluating their performance against clearly stated objectives.
- Determine compensation packages, monitor commission and bonus payments.
- Recognize opportunities for additional client business; present ideas, execute solution, and subsequently increase overall company revenue as well as secure lifelong client relationship.
- Lead teams; chair committees; initiate volunteer events and activities.
- Troubleshoot office technology problems and systems.
- Respond to customer questions / complaints accurately and efficiently.
- Create, maintain and archive standard/electronic files and records.

Employment History

Marketing & Production Manager , WA Carros Inc., Everett, WA	Jan 2011 – April 2015
Production Manager , CheckMedia Inc., Seattle, WA	Jun 2006 – Dec 2010
Marketing & Sales Manager , Shopper's World Ltd., Elizabeth, NJ	April 2005 – April 2006
Director for the School of Marketing , Universidad Privada del Norte, Trujillo, Peru	May 2003 – Dec 2004
Retail Sales Manager , Shopper's World Ltd., Elizabeth, NJ	Jan 1999 – March 2003

Volunteer Experience

Communications Officer, Consulate General of Peru, Seattle, WA Jan 2014 – Present
Responsibilities: High Profile Event planning, Projects coordination & management, Web site management, Facebook & Twitter management, Newsletter and email communications with staff, officials and community. Spanish & English Interpreter / Translator.

Education & Development

Certificate in Web Development • Edmonds Community College – Lynwood, WA	(Expected 2015)
Certificate in Web Design and Multimedia • University of Washington – Seattle, WA	(Sept 2010)
Bachelor of Science in Management Science • Kean University – Union, NJ	(January 2002)