

JAVIER RODRIGUEZ

DIGITAL MARKETER / GRAPHIC DESIGNER

SUMMARY

As a **Digital Marketer** and designer with over 10 years of experience, I am enthusiastic about intensifying the way businesses engage with their audiences. With my innovative and engaging concepts, I have helped private sector and non-profit organizations achieve successful results.

CONTACT

C: 713.205.9838
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L: LINKEDIN.COM/IN/JAVI-RODZ

SKILLS

Languages

- English
- Spanish

Adobe Creative Suite

- Photoshop
- InDesign
- Premiere
- ProCreate
- Typography

Microsoft Office Suite

- Excel
- Word
- Teams
- Outlook
- PowerPoint

AutoCAD 2020

- Salesforce
- Customer Service
- Team Workshopping

Website Management

- Figma
- Web Fonts
- SEO Management
- Project Presentation
- Responsive Web Design

CERTIFICATES

- SharePoint
- Camtasia Studio
- HTML5 / CSS3 Intermediate

COVER LETTER

To Talent Acquisitions,

As a **Digital Content Marketer** for more than 10 years, the **Graphic Designer** position posted on your website caught my attention to act fast. Design and innovation have always been my passion combining creative design and technology. This drove me to create engaging experiences throughout my career as a multimedia designer, creating engaging and informative digital content, with a background in AutoCAD for more than 15 years. As team leader for a website development group for more than 10 years, this allowed me to use my strategic concepts for a new web platform. With this range of experience, I am motivated to demonstrate my energetic passion and expertise as part of your organization.

With a wealth of experience in graphic design, 2D/3D design, video productions, branding, icons, and illustrative presentations through basic Microsoft software, side-loaded applications such as Canva, and even Apple software applications such as ProCreate. Posting of these multimedia productions has been dedicated to the success of both the private sector and non-profit organizations on social media and websites.

- Graphic design history was initiated with my promotion to the Engineering Department's Communications Division to continue managing the websites and keep designing graphics for the more than 300 web pages created for the 15 different departments.
- 2D and 3D Designs were made for the multimedia purpose of providing learning samples for applications to be better understood.
- Video productions as part of my responsibilities, created and posted on the website as "Help Videos" to assist the online [E-Permits process](#).
- Branding essentials were part of the daily media aggregate for applications, posts, and website updates. This was strongly enforced as many constituents misunderstood the jurisdictions that were placed in the same building, City of Houston, and Harris County entities.
- Illustrative productions were created for my Communications team, GIS team, and Administrative departmental meetings.

I have a proven record of delivering results in Digital Content Creation Marketing and video production. As a digital content marketer, I have created branded productions and customer support templates that assisted in staying informed during plan review submittals and instructional posts, flyers, and door hangers for disaster events such as hurricanes and floods. As a website team lead, I was challenged with the task to unite multiple county agencies under one single platform, showcasing my leadership and project planning skills.

My background in creative digital content marketing, and positively engaging team management skills, make me an ideal candidate for this position. I have been recognized by my peers and leadership for my ability to acclimate to new environments, tackle challenges with ease, and build successful productive teams. I've honed my team management skills in the past, 8 years collectively, creating a sense of unity and helping managers to build stronger, more positive, and effective teams. I am confident that my experience, administration skills, passion for creative design, and technologically assisted designs would make me a valuable addition to your vast organization.

I would love the opportunity to share my qualifications with your interview team in more detail. Please find my attached resume and feel free to contact me to arrange a formal interview. I am eager to join your team and take on new challenges that will drive my career forward.

Sincerely,



Javier Rodriguez

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EXPERIENCE

Freelance Content Marketer | JaviRodz.com

03/2021 – Present

- Designed a **social media** campaign with ideation and concepts that multiplied followers by 20 times.
- Daily design of meaningful social media video posts to drive more followers to my promotions.
- Designed AutoCAD remodel floor plans for clients saving them 35% on the cost of materials and labor.

Communications Webmaster | Harris County Flood Control

03/2017 – 03/2021

- Designed **digital multimedia content** for business development websites and social media posts.
- Collaborated with a skilled team to design the new Harris County Flood Control District's website.
- Created a Standard Operating Procedures (SOP) Handbook for new team members' processes.
- Designed more than 80 AutoCAD event layouts during the Bond Community Engagement Meetings.

Communications Webmaster | Harris County Engineering

11/2012 – 03/2017

- Designed unique visual assets to maximize audience engagement and recommended creative solutions.
- **Managed the websites** for Harris County Engineering, for infrastructure project propositions.
- Actively contributed to creative brainstorming and maintained organized electronic files.
- Designed **multimedia emails** as the Team Lead for the HCED Fund Raiser Committee.
- Revamped templates and documents, reducing application time and excessive recurrent meetings.

Express Permits Assistant Manager | Harris County Engineering

11/2010 – 11/2012

- Designed **multimedia emails** as Team Lead for the Fund Raiser Committee.
- Collaborated closely with the dynamic Express Permits Manager to enhance positive team cohesion.
- Partnered with the Express Permits Manager to conduct performance evaluations and interviews.

Fire Protection Plan Reviewer | Harris County Engineering

10/2009 – 11/2010

- Designed the county Disaster Relief Mobile Permits truck with a meeting room and permit stations.
- Spearheaded the E-Review concept, leading to a reduction of paper plans, now called "[E-Permits](#)".
- As the lead designer, I crafted the captivating "E-Permits" to initiate the web design process.
- Reviewed AutoCAD Fire Alarm, Sprinkler, Commercial Hood System, and Access Control plans.

Fire Code Plan Reviewer | Harris County Engineering

10/2007 – 10/2009

- Reviewed Fire Code plans, exceeding quota expectancies per management.
- Assisted the Fire Protection Lead by reviewing Fire Alarm, Access Control, and Hood System plans.
- IT Support intermittently for Harris County Fire Code and the Fire Protection Review departments.

New Construction Assistant Coordinator | Fire Safe Protection Services

12/2003 – 09/2007

- Managed a team of more than 40 field installers, accelerating project completion and delivery.
- Boosted productivity and efficiency by training and coaching ten Sales personnel on a new CRM system.

Fire Alarm Drafter and Designer | Fire Safe Protection Services

12/1999 – 12/2003

- Integrated the company's distinctive logo into plans and documents, reinforcing brand standards.
- Created concise Owners Manuals and Standard Operating Procedures (O&M SOPs) for proper guidance.
- Redesigned AutoCAD One-line diagram as-builts to reflect low-voltage Fire Alarm system installations.

EDUCATION

Associate's Degree | ITT Technical Institute – Houston, TX

09/1994 – 05/1996

- **Associate's Degree** in Applied Sciences and Computer-Aided Drafting and Design
- Two-year degree program focused on technical and practical training and education emphasizing career-oriented applications with strong regard to science, technology, math, business fundamentals, architectural drafting, and design skills pursued by architectural and engineering firms.

University of Houston – Central

09/1993 – 05/1994

- General studies in History, English Honors, Math, and Psychology.

REFERENCES

Herman Sanders	HCFCDC Communications Specialist	832.386.5882
Elizabeth Walters	HCFCDC Communications Manager	832.233.8423
Robert Lazaro	HCFCDC Communications PIO	281.686.3003