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# RODRIGO CUSTODIO

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## PROFESSIONAL SUMMARY

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A highly skilled Senior Creative Manager with a proven track record of work place excellence through impactful creative ideas and design. Bringing forth over 20 years of experience in creative marketing including graphic and web design. With an innovative mindset that will increase brand awareness and engagements. Focused on exceeding company expectations through high quality design and development.

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## PROFESSIONAL EXPERIENCE

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### Senior Creative Manager

07/2021 – 01/2022

RemoteMD

Houston, TX

- Led and generated impactful creative ideas and marketing executions that deliver and adhere to the brand vision and standards
- Manage visual communication in every channel including social media, corporate websites, promotional campaigns, and events
- Develop graphics, videos, webpages, proposals, stationery based on projects demand
- Created effective and engaging branding materials across various platforms
- Lead a team to meet company objectives and project timelines
- Implemented policies and standards that reinforce the organization's branding strategy and quality goals
- Effectively communicate with partners and vendors to deliver high-quality projects

### Creative Marketing Manager

04/2019 – 06/2021

Lisanne Wellness Center

Houston, TX

- Created and implemented marketing strategies that brought success and converted into results
- Managed the design and production of marketing materials for the internet, social media, and other platforms
- Developed websites, landing pages, social media graphics, and videos based on client's requirements
- Created e-commerce stores, sales pages, and promotional materials for organic traffic and paid traffic
- Oversee project details, copy and branding strategies, and project development to ensure high-quality service

### Creative Marketing Manager

08/2016 – 04/2020

Advanced Fertility Center of Texas

Houston, TX

- Oversaw B2B and B2C direct services increasing the annual revenue by more than 23%
- Managed the marketing department and spearheaded graphic design, web design, and video production
- Managed all marketing strategies/plans and consultations for online advertising
- Implemented new processes and procedures that improved company branding and message positioning
- Supervised web design services, social media content production, and collateral services

### Creative Director

11/2013 – 01/2016

ZNA Design

Houston, TX

- Supervised a team of 4 which included 3 Graphic Designers and 1 Copywriter
- Provided excellent service which allowed for promotion for within the first 9 month
- Utilized user interface, tools, and web pages to meet branding guidelines

- Provided full service for clients which included traveling around Houston, China, Turkey, Sweden, Brazil, and London to meet customer needs

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## E D U C A T I O N

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<b>Business Certification in Digital Marketing</b> Google	2020 Los Angeles
<b>Professional Certificate in Marketing Communications</b> International Business Management Institute	2019 Berlin
<b>Graphic Design</b> Panamericana Escola de Arte e Design	2002 Sao Paulo
<b>Associate's Degree - Data Analysis and Information Technology Process</b> Adventist University	2001 Sao Paulo

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## V O L U N T E E R   E X P E R I E N C E

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<b>Art Director</b> Life for Love Foundation	2016 Sao Paulo
○ Served as an Art Director for Advertising and Promotional initiatives including websites and printing materials	
<b>Graphic Designer</b> Seventh-Day Adventist Church	2012 Sao Paulo
○ Served as a Graphic Designer and Art Director for all church communication needs	

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## C O R E   C O M P E T E N C I E S

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|-------------------|-----------------------------|------------------------------------|
| ○ UX/UI           | ○ Graphic Design            | ○ Marketing Strategies             |
| ○ Web Design      | ○ Video Editing/ Production | ○ Digital Marketing                |
| ○ Video Marketing | ○ Adobe Creative Suite      | ○ WordPress                        |
| ○ Photography     | ○ Social Media Marketing    | ○ Search Engine Optimization (SEO) |