



MAURICIO **VAZQUEZ**
DIGITAL MARKETING MANAGER

Mauricio Vazquez

Digital Marketing Manager

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RESUME

SUMMARY

Self-motivated and results oriented digital marketing manager who thrives in a fast-paced environment. Strong interpersonal communication and team leadership skills which are amplified by a commitment to drive results and achieve.

Seeking to leverage organizational strengths to deliver elite internal and external communication and raise brand awareness within the digital space.

EDUCATION



Texas A&M University
BBA Marketing
August 2009 - May 2013

SKILLS

Adobe Photoshop	●●●●●
Adobe Illustrator	●●●●●
Adobe InDesign	●●●●●
Adobe Dreamweaver	●●●●●
MS Word	●●●●●
MS Excel	●●●●●
MS PowerPoint	●●●●●
Google Suite	●●●●●
Trello	●●●●●
Hootsuite	●●●●●
Social Media	●●●●●
WordPress	●●●●●
HTML/ CSS	●●●●●

STRENGTHS

Leadership	Communication
Creativity	Presentation
Team-Building	Commitment
Problem Solving	Analysis

PROFESSIONAL EXPERIENCE

- Pressbox Branding** March 2020 - Present
Digital Marketing Manager | Founder
- Founded and developed digital marketing agency specifically tailored to serving the brand promotion of high school athletic programs
 - Achieved an average audience growth rate of 42.84% and an average engagement growth rate of 64.24% through social media management on Instagram, Twitter, and Facebook
 - Prepare quarterly marketing research reports utilizing Hootsuite Analytics and present to clients with 100% customer satisfaction rating
 - Draft and coordinate contract agreements, quotes, and invoices to investors which have generated revenue of \$20,000+ for Pressbox Branding
 - Created commercial website utilizing Wix website building platform to increase awareness of service and drive revenue
- Bridgeland High School** June 2017 - Present
Business Teacher | Head Boys Track & Field | Assistant Football
- Managed three sections of 25+ Digital Media/ WebTech students in fundamental skills needed within Adobe Photoshop, Illustrator, InDesign, Dreamweaver and basic HTML coding
 - Promoted into leadership role of interim Offensive Coordinator, leading group of 40+ coaches and athletes through research, development, and implementation of innovative offensive game plans
 - Optimized use of Hudl SaaS (Software as a Service) to host practice and game film, as well as breakdown tendencies and performance statistics, increasing efficiency and accuracy by 100%
- Vandegrift High School** April 2016 - May 2017
Math Teacher | Assistant Football
- Conducted fundraising efforts including \$100,000+ of corporate advertising sponsorships and \$25,000+ in direct sales sponsorships
 - Organized Summer Development Camps for 500+ athletes for Track, Football, and Strength & Conditioning
 - Pioneered Algebraic Reasoning course in its first year of existence on campus and worked with a team of 5 other district representatives on creating coursework for Leander Independent School District



BUILD THE MOUNTAIN

The desire to communicate an idea artistically has always been something that has driven me. Complimented by my background in athletics, I have worked within the sports industry for the past 8 years adding my personal style to graphic communication.

Each composition is created with the mission to evoke an emotional connection between brand and consumer - to tell a story. And before we can begin shouting these stories from the mountain tops, I work dilligently at making sure that we have built a mountain to shout from. Whether it is developing the message or crafting new ways to shout, each creation is formed to continuously raise the peak to new heights.

I am excited to share these conversation pieces with you. I am confident that my style, vision and communication can be tailored to any industry looking to tell a story of their own.

Shout it from the top.

PRESSBOX BRANDING

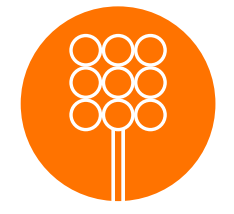
From concept to reality, Pressbox Branding started as a vision to make an impact on bringing industry level digital marketing to high school athletics.

Before branding to target clients, Pressbox Branding was in need of developing it's own image. From the start, the brand's development was established with creativity, intentionality and focus in mind.

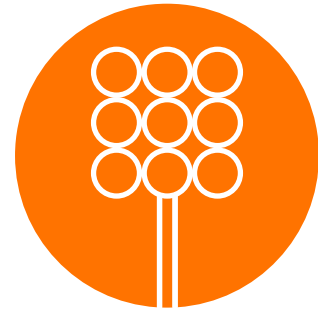
The aesthetics of Pressbox Branding needed to be bright in color to quickly and uniquely capture the attention of potential clients. The nine circle logo was designed to mimic the iconic stadium lights that transcend across a variety of athletic programs. The website was tailored to talk in terms that coaches find relateable.

The goal: to position Pressbox Branding as the premiere digital marketing service offering consistent, quality and engaging social media presence for high school athletics .

10% OF CONTRACT CHARGE
GOES DIRECTLY TO
LEUKEMIA AND LYMPHOMA
SOCIETY

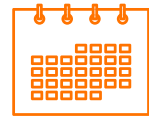


**SUPPORT
BLOOD
CANCER
RESEARCH**



PRESSBOX

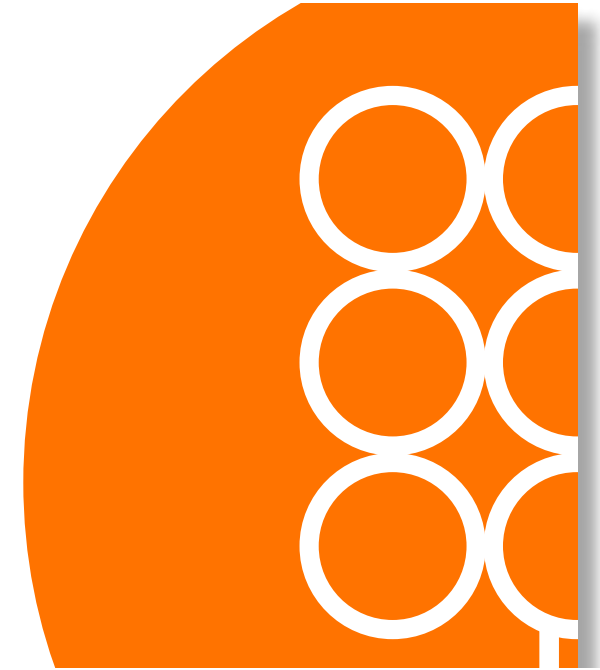
— B R A N D I N G —



Personal branding service specifically designed for High School Coaches/Athletes.

GET YOUR BRAND OFF THE BENCH.

WELCOME TO THE TEAM BRIDGELAND FOOTBALL



...to bridge the gap between high school athletics
and strategic digital marketing.

THE STORY



BRING CONSISTENCY TO YOUR BRAND IMAGE



BRIDGELAND

This account was one of the first in the early stages of Pressbox's expansion. Bridgeland was a new school in the Greater Houston area with a story to tell and a relatively unknown name in Texas high school football rankings.

The inspiration for design elements came from the new, clean, and modern style the school was establishing. With a dominant color that needed to be highlighted, the goal was to offer loud and direct images that told the story of Bridgeland Football's successes throughout the course of the season.



DISTRICT 16-6A OFFENSIVE PLAYER



YAN

Conner
WEIGMAN

- ▶ 3803 YDS PASSING
- ▶ 63% COMPLETION (441 ATTEMPTS)
- ▶ 579 YDS RUSHING
- ▶ 51 TOTAL TD'S



GAVAN

KASPAR




ALL

FIRST TEAM DISTRICT 16-6A




HALLOWEEN COMES EARLY.





#8 RANKED



WHY NOT US?



ROUND 1 | VS. KLEIN COLLINS | 12.10.20 | CF-FCU | 7:00PM



CEDAR RIDGE

Located in the suburb of Round Rock just outside of Austin, Cedar Ridge was an established football program that was looking to keep up with current marketing and social media trends. With a nearby rival school having increased their social presence, Cedar Ridge was in need to compete and stay relevant within their space.

I was able to enter into work with this account in a time where brand marks were inconsistent, messages were unclear and little identity was established.

The question that kept coming to mind: "Who is Cedar Ridge?"

Through consistent styles and logo usage, a social media reform, and a rejuvenated interest within follower interactions, we began to formulate the answer.

#WeAreCR



ALLIN

2020 STATE PLAYOFFS

RAIDERS

RAIDERS

WESTLAKE | CHAPARRAL STADIUM | 12.11.20

CEDAR RIDGE WIDEOUTS

CSL

TO OUR PARENTS
TO OUR COMMUNITY
TO OUR BOOSTERS
TO OUR TEACHERS
TO OUR TRAINERS
TO OUR SUPPORT STAFF
TO OUR ADMINISTRATION
TO OUR COACH'S FAMILY'S

BUT MOST IMPORTANTLY
TO OUR PLAYERS... FOR
YOUR SACRIFICE, EFFORT
AND TRUST...

THANK YOU.

CEAR RIGGE GAMEDAY

CEAR RIGGE V HOTTO

HOTTO

HOTTO MEMORIAL STADIUM | TICKETS 7:00PM

SHOW UP
BE LOUD
WEAR PURPLE

ALL OF JOY

Also early in it's development stages, All of Joy Wedding and Events Planning was in need of branding presence to establish themselves in a busy market share.

The concept for the logo design was a play on the brand name with the main graphic being clean and sharp, yet still maintaining elegance. The colors chosen evoked a sense of peace which was important for the client to pass along to their consumers.

At the heart of this project was love and joy for the beauty that life offers, which was represented in each element of the suite.



ALL | of | JOY
w e d d i n g & e v e n t p l a n n i n g



ALL | of | JOY
WEDDING & EVENT PLANNING

FULL WEDDING PLANNING PACKAGE
We provide full wedding planning services for couples who want to have a stress-free wedding. Our services include vendor selection, budget management, timeline creation, and day-of coordination. We will handle all the details so you can enjoy the day.

BORN PACKAGE
We provide born-to-be wedding services for couples who want to have a stress-free wedding. Our services include vendor selection, budget management, timeline creation, and day-of coordination. We will handle all the details so you can enjoy the day.

WEDDING DAY COORDINATION
We provide wedding day coordination services for couples who want to have a stress-free wedding. Our services include vendor management, timeline creation, and day-of coordination. We will handle all the details so you can enjoy the day.

katie
McCREARY
WEDDING & EVENT PLANNING

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ALL | of | JOY
WEDDING & EVENT PLANNING

SOL Y LUNA

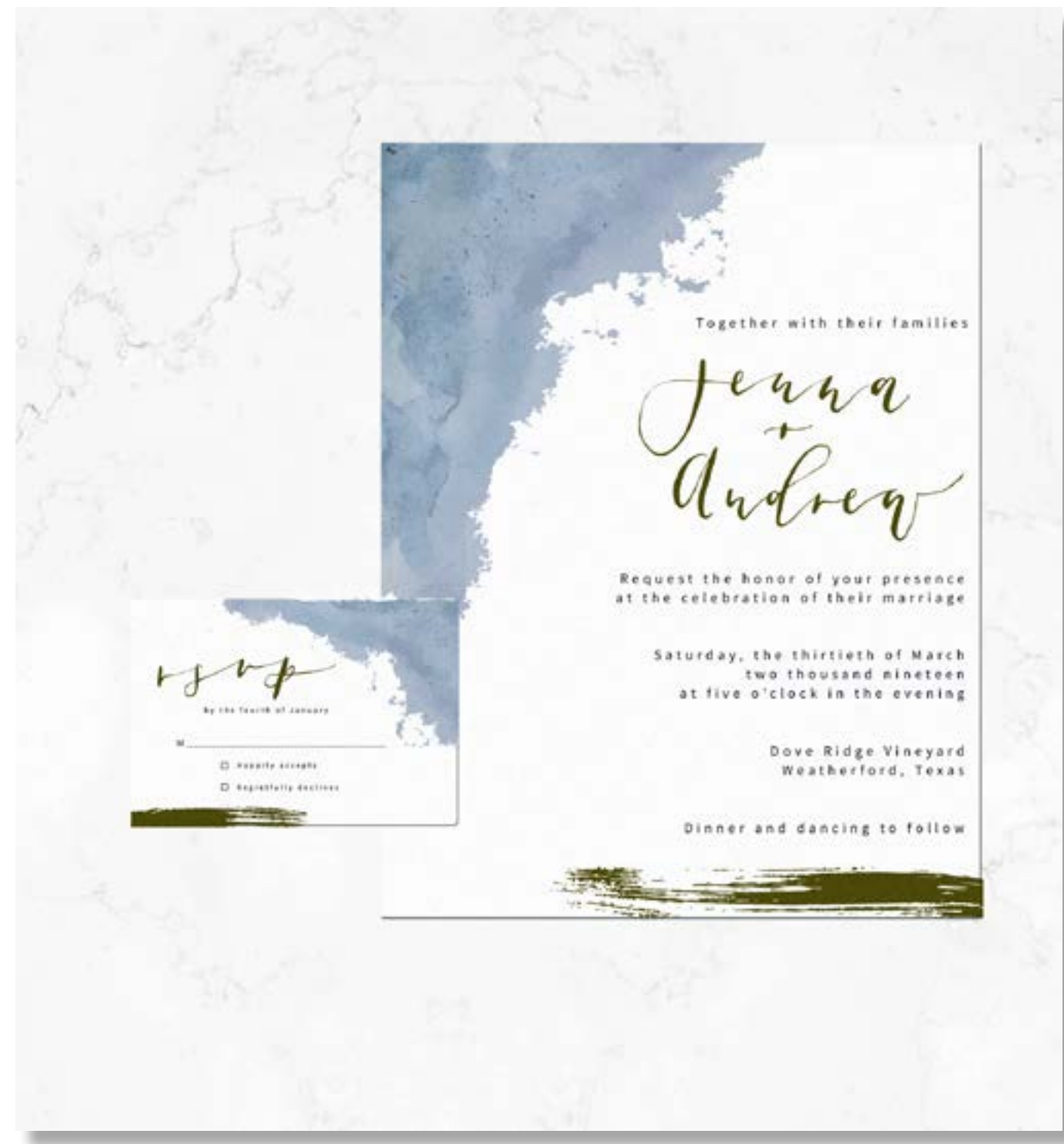
A client that also takes great pride and passion in the small details, Sol y Luna approached with the need for mock-ups to represent their custom stationary products on their website.

With projects ranging from wedding suites to residential signage, the opportunities to display their work were quite broad. This presented a unique opportunity to show consistency within quality across several potential medium for the client.



Sol y Luna

PAPER CO.





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