

ALBERTO RODRIGUEZ

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MY RESUME

## ABOUT ME

562.390.2008

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www.albertorodx.com

My life is exactly what I have made of it; nothing more, nothing less. I work hard for the things I want, and I appreciate the things that I already have. I consider that we can lose things easier and faster than we were able to get them.

I try to do things RIGHT the first time, I learn from my mistakes and don't fail the same way twice. I set goals, and work hard to achieve them. I will not let others negatively impact me. I will positively impact others.

I am a hard worker. I am honest, loyal and trustworthy. I am a true friend. I will never depreciate; but one day, I will simply expire. I learn from yesterday, I live today, and I build for tomorrow.

## EDUCATION

**Bachelors of Communication Sciences** with a specialization in Marketing & Advertising.

**Universidad del Valle de Mexico.** Mexico City.  
Jan 2001 - May 2005.

## HOBBIES



MUSIC



TRAVEL



PHOTOGRAPHY



HEALTH



ENVIRONMENT



CINEMA

## SKILLS

- Bilingual (English - Spanish).
- Creativity sharing, motivated, enthusiastic, responsible and well organized.
- Efficient utilizing good time management skills.
- A self-starter, able to assess and master new tasks and responsibilities rapidly.
- Produces results independently or collaboratively with others to contribute to company's goals.
- Ethical behavior, good manners and professional personality that interacts well with all levels.
- Quick learner incorporating and implementing new procedures to maximize productivity.
- Ability to work under pressure and deadlines.
- Strong commitment to owning a project from concept through completion.
- Meticulous attention to detail.
- Computer proficiency.

## SOFTWARE / PLATFORMS



WINDOWS



IOS



MS OFFICE



ILLUSTRATOR



PHOTOSHOP



INDESIGN



PREMIERE



AFTER EFFECTS



WORDPRESS



FINAL CUT



INTERNET BROWSERS

## ADVERTISING ABILITIES

- Passionate about advertising, design, branding and creative solutions.
- Knowledge of typography, layout principles, color theory; strong sense of how colors interact and complement.
- Experienced producing/designing of digital and print items including large-formats; and preparing files for prepress.
- Aptitude for advising clients, creating, modifying and executing design requirements.
- 10+ years of quality customer service, problem solving and conflict resolution.
- Positive attitude when dealing with customers to avoid negative experiences.

## EXPERIENCE

### **BUSINESS OWNER "PUNK ARMY".**

**LONG BEACH.** April 2019 - CURRENT [www.punkarmy.net](http://www.punkarmy.net)

Own and operate a printing small family business, holding responsibility for branding (corporate identity, logo, website, licenses, permits, trademark, etc.), marketing communications, PR, and advertising.

- Customize/print T-Shirts and promotional products for customers, music bands, organizations etc.
- Administration and maintenance of website, server and email accounts.
- Establish or identify prices of goods and services and tabulate the bills.
- Coordinate with partner for reviewing inventory replenishment.
- Compile and maintain record and bookkeeping.
- Preparing/shipping/tracking sold products, ensuring that the customer receives products in a timely manner.
- Provide customer service regarding questions/concerns about products and services.
- Manage social networks to maximize branding and create an ongoing relationship with our customers.
- Maintain accurate customer accounts in the company computer to keep track of data and information.
- Create email marketing campaigns to build and increase customer base.
- Graphic designs according to our client requirements.

### **ADMINISTRATIVE TECHNICIAN.**

**CITY OF FORT WORTH, WATER DEPARTMENT.** 2016 - June 2019

- Provide administrative and clerical duties with proven ability to multi-task.
- Prepare and post newsletters, department's local events and information, forms, posters, contests certificates, power point presentations.
- Answer phones, resolve issues and employee concerns, answer questions, greet and direct visitors, data entry, update files, mail correspondence, sort mail, copy, scan, and fax confidential documents.
- Enter and pay invoices through Buy Speed Online System. Update the invoice log; maintain accurate data and records as well as review and process invoices to ensure they are promptly submitted and that vendors' payments are processed in a timely manner.
- Prepare/update/revise spreadsheets for: Budget & Re-Estimates, Disciplinary actions, Recruitment Ledger, etc.
- Create, update and file of personnel documents.
- Create/update department procedures, reference guide and manual for new hires.
- Meticulously maintain files of official documents and reports.
- Record keeping / tracking / updating of employee's FMLA.
- Prepare/update FMLA paperwork for employees.
- Manage payroll in ERP, review and make correction of entries to employees are paid correctly.
- Prepare overtime and productivity reports for employees.
- Responsible for sending Employees' performance reviews to City's electronic site.
- Prepare City of Fort Worth letters of correspondence to customers.
- Maintain file storage and prepare expired records for destruction.
- Design promotional advertisements for Earth Party 2015, 2016, 2017 & 2019.

### **ADMIN (TEMPORARY).**

**CITY OF FORT WORTH, MUNICIPAL COURT.** 2015 - 2016

- Provide administrative and clerical duties, data entry, update files, mail correspondence, sort mail, copy, scan, and fax confidential documents.
- Meticulously maintain files.
- Designed cards and banners for the Mayor's Committee.
- In charge of the 2016 Warrant Round Up campaign including:
  - Coordination of advertisements in Fort Worth Star-Telegram Newspaper.
  - Design and distribute promotional advertisements to city facilities.
  - Pre-production and advertising coordination of the Video/Commercial <https://youtu.be/KXbW70eMB5A> for city website, social networks, Time Warner Cable and National CineMedia Movie Network (NCM).

POP CULTURE HERO COALITION. 2017 - CURRENT [www.popculturehero.org](http://www.popculturehero.org)

- Design & Administration of organization's main merch website **BeKindMerch.org**
- Design & Production of merchandise: T-Shirts, mouse pads, buttons, caps, bags.
- Designed and formatted artwork for social media and printed materials for events and expos (posters, flyers, cards, banners, etc.)
- Volunteer for events and expos:
  - Merchandise management and sales.
  - Artist assistant, organized meet and greet signings.
  - General photographer.

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DOGS AND DIAMONDS (Music Band). 2016 - CURRENT  
[www.dogsanddiamonds.net](http://www.dogsanddiamonds.net)

- Designed album artwork.
- Social media admin.
- Design & Administration of band's website.
- Designed and formatted artwork for social media, website and posters for concerts.
- Designed & Produced T-Shirts.
- General photographer.

THE BLUEBONNETS (Music Band). 2015 - CURRENT  
[www.thebluebonnets.net](http://www.thebluebonnets.net)

- Administration of band's website.
- Designed and formatted artwork for social media and posters for concerts.
- Produced Radio Spot for Fort Worth's Earth Party 2016.
- Prop Master for the 60 Punishing Minutes video production.
- General photographer.

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MELANIE SAFKA (Woodstock Original Performer). 2011 - CURRENT [www.melaniesafka.com](http://www.melaniesafka.com)

- Produced Radio Spot for Fort Worth's Earth Party 2015.
- Designed, developed and maintained performer EPK (Electronic Press Kit) <http://melanie-safka.wixsite.com/myepk> used for marketing and promotional distribution.
- EPK includes: image formatting, video and audio editing, catalog discography, events calendar, venue technical writer.
- Designed & arranged artwork, edited & formatted lyrics and booklets for two albums.
- Designed and formatted artwork for social media and posters for concerts.
- Designed T-Shirts.
- Artist assistance when touring:
  - Merchandise management and sales.
  - Organized meet and greet signings and security.
  - General photographer.

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MACP (Printshop in Mexico City). 2008 - CURRENT [www.macp.mx](http://www.macp.mx)

Partner of this advertising and printing family business: Create, print, and promote products for the brand and customers, companies and organizations.

- Plan and design of company branding (corporate identity, logo, website, store location display, trademark, etc.)
  - Administration and maintenance of website, server and email accounts.
  - Provide remote customer service regarding questions/concerns about products and services.
  - Create email marketing campaigns to build and increase customer base.
  - Manage social networks (Facebook, Twitter, Instagram) to improve customer experience, and create an ongoing relationship with our brand's personality.
  - Graphic designs according to our client requirements.
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## EXPERIENCE

**SENIOR GRAPHIC DESIGNER.****GRUPO ULTRAFEMME (Retail Company in Cancun Mex.) 2009 - 2012**

Created, produced and coordinated all visual communication for stores, seasonal campaigns, meetings, social events, in-house communication for the company and its subsidiaries:

LUXURY AVENUE BOUTIQUE MALL	<a href="http://www.luxuryavenue.com">www.luxuryavenue.com</a>
LUXURY DESIGN	<a href="http://www.luxurydesign.com.mx">www.luxurydesign.com.mx</a>
ULTRAFEMME	<a href="http://www.ultrafemme.com">www.ultrafemme.com</a>
ULTRAJEWELS	<a href="http://www.ultrajewels.com">www.ultrajewels.com</a>
SEA JEWELS	<a href="http://www.seajewels.com.mx">www.seajewels.com.mx</a>

Marketing campaign formatting including: Store graphic advertisement, website content, manuals, charts, newspapers, magazines, reports, mailings, flyers, digital frames, banners, billboards and bus displays.

- Coordinator, designer and editor of tri-annual internal magazine "Sinergia".
- Designer & editor of Grupo Ultrafemme's "Catalogs", public relations department "Social Responsibility Report" and Luxury Avenue's "News Letters".
- Coordinator of printed media budget.
- Internal customer service provided to marketing managers and supervisors.
- Design all store location display signs and directories.
- Video editor of in-house events for the company, websites and social networks.
- Administrator of company's digital frames website for stores advertisement.
- Member/promoter of the Environmental Committee "Ultra Eco", in charge of designing educational and promotional material for environmental events.
- PPT templates design, general office documents (labels, business cards, folders, envelopes, letterhead, etc.)

**WEB CONTENT COORDINATOR.****TV AZTECA / AZTECA AMERICA (Mexico City) 2004 - 2008** [www.tvazteca.com](http://www.tvazteca.com)

Supervised, coordinated, planned and reported all video content and images for the website.

- Produced video clips for web and mobile platforms.
- Designed and promoted websites (Poca TV, Azteca Movil, Azteca Interactive, La Academia SMS).
- Provided support in the graphic design area; banners, promotional graphics, flash animations.
- Editor and designer of the Internal Electronic Magazine.
- Provided support in the video editing of TV programs, news, soap-operas, and sports for website.
- Developed/edited exclusive web content (blog, interviews, photographs).
- Created, designed, updated and reported our account on [youtube.com/user/AzAmerica](https://www.youtube.com/user/AzAmerica).
- Designed overlay ads and spots to be aired on TV and then formatted for our website.
- Provided support to create scripts for sports promotion TV mentions.
- Supervised over aired graphics and TV mentions, assured accuracy and placement.
- Monitored our TV channel to request the best content in order to be edited and formatted for our website.