

## Rey Verdugo

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### Professional Summary

Innovative and results-driven **Marketing Director** with over **22 years of experience** in graphic design, branding, and strategic communications. Adept at leading creative teams, driving brand identity, and developing engaging digital and print media. Passionate about human-centered design, project management, and optimizing user experiences. Recognized for a strong ability to translate complex ideas into visually compelling narratives that resonate with target audiences.

### PROFESSIONAL EXPERIENCE

#### Director of Marketing

*Dylan Consulting | Scottsdale, AZ | Jan 2024 – Present*

- Lead branding and marketing initiatives for Dylan Consulting, shaping its industry presence across 14 verticals nationwide with over 200,000 members.
- Oversee content strategy, graphic design, and digital marketing efforts.
- Collaborate with cross-functional teams to ensure cohesive brand messaging and visual identity across multiple platforms.
- Collaborate with multiple stakeholders and clients to ensure product and service delivery

#### Graphic Designer

*Embry-Riddle Aeronautical University | Prescott, AZ | Mar 2018 – Jan 2024*

- Spearheaded digital and print media projects, enhancing institutional branding.
- Developed award-winning creative campaigns recognized for their strategic impact.
- Managed high-stakes design projects, ensuring consistency and excellence across platforms.

#### Proposal Development Designer

*General Dynamics | Scottsdale, AZ | Apr 2017 – Mar 2018*

- Led proposal design efforts for high-value government contracts.
- Transformed complex engineering data into accessible and visually appealing content.
- Ensured compliance with strict proposal deadlines and standards.

#### Senior Graphic Designer

*First Things First | Phoenix, AZ | 2013 – Apr 2017*

- Developed branding guidelines and communication strategies for public engagement.
- Created compelling visual assets for advertising, corporate identity, and educational materials.
- Oversaw large-scale design projects, working closely with marketing and outreach teams.

## EDUCATION

### **Master of Science in Human Factors**

*Embry-Riddle Aeronautical University | 2018 – 2021*

### **Bachelor of Science in Graphic Information Technology**

*Arizona State University | 2008 – 2011*

- Business Manager | Graphic Information Technology Club | National Society of Leadership and Success

## SKILLS & EXPERTISE

- Branding & Identity | Corporate Identity
- Graphic Design | Marketing Strategy
- Human Factors Engineering | Systems Engineering
- Project Management | Content Development

## HONORS & AWARDS

- **UCDA Excellence Award (2023)** – Recognized for excellence in digital and print event collateral.
- **AAF Silver Addy Award (2022)** – Awarded for Out-of-Home and Ambient Media creativity.

## LANGUAGES

- English: Native or Bilingual Proficiency
- Spanish: Professional Working Proficiency