

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

Graphic Designer and Marketing Specialist

CRS Temporary Housing | Phoenix, AZ | June 2025 – Present

- **Graphic Design & Content Creation:** Produce high-quality marketing materials across print and digital platforms—including brochures, presentations, social media graphics, email templates, landing pages, and branded collateral—while maintaining consistent brand voice and visual standards.
- **Digital & Social Media Marketing:** Manage and schedule content for LinkedIn, Facebook, and Instagram; create engaging campaigns; support email marketing and website content updates; and analyze performance metrics to optimize strategy.
- **Continuing Education (CE) Program Support:** Assist with monthly virtual CE classes, process attendee credits, certificates, and maintain up-to-date course materials to ensure smooth delivery and compliance.
- **Cross-Functional Collaboration & Technical Expertise:** Partner with internal teams to meet marketing needs; track KPIs; stay current with industry trends; and leverage strong skills in Adobe Creative Suite, digital marketing tools, CRM systems, project organization, and communication.

Marketing Consulting

Dylan Consulting | Scottsdale, AZ | Jan 2024 – June 2025

- **Consult & lead branding & marketing strategies**, strengthening its presence across 14 nationwide industry verticals and supporting a network of 200,000+ members.
- **Direct content strategy, visual design, & digital marketing initiatives**, ensuring all creative output aligns with organizational goals and market positioning.
- **Advise & collaborate with cross-functional teams** to develop cohesive brand messaging, visual identity, and streamlined communication across multiple platforms.
- **Partner with diverse stakeholders and client groups** to guide product and service delivery, ensuring alignment with business objectives and high-quality outcomes.

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 projects, ensuring consistency 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