

# HARRY NIETO

## Connect

Call or SMS: 281-460-0235

Email: [info@harrynieto.com](mailto:info@harrynieto.com)

Portfolio: [www.harrynieto.com](http://www.harrynieto.com)

LinkedIn: [/in/harrynieto/](https://www.linkedin.com/in/harrynieto/)

## Education

Houston | HCC

AS Degree: Multimedia Specialization

GPA: 3.9 | '03 - '05: Complete 2005

## Technical

Adobe CS Photoshop

Adobe CS Illustrator

Adobe Acrobat Pro

Adobe CS InDesign

MS Office Software

Adobe AfterEffects

Adobe Premiere

Adobe Audition

WordPress

CSS/HTML

## Skills

Graphic Design

Email Marketing

Google Analytics

Review Marketing

E-Learning Modules

Video & Audio Editing

Cascading Style Sheets

Print Design and Setup

Hosting Administration

Banner Ad Development

WordPress Development

LED Signage Development

Touch Screen Presentations

Search Engine Optimization

Pay-Per-Click Administration

MOZ System and Monitoring

## Persona

Love speaking and educating

Excellent communication skills

Good mix of humor and seriousness

Outdoorsman, hiking, hunting & fishing



## Overview

For 20 plus years I have served about every type of business both large and small helping companies build a better brand and marketing strategy. Being a designer, marketer, and previous business owner I am confident I can bring new life and ideas to any company. My experience in sales, speaking, and education would serve a company well for a role as a team leader, but ready to earn your trust and responsibility through results. I am ready to take on your biggest challenges and move your company to the next level of results driven marketing success.

## Work History

### Nieto Creative, Richmond Texas | 11/2014 – Present Day

#### Sr. Designer | Marketing Manger

- Lead marketing strategies for business to help them achieve their web goals
- SEO strategy getting companies ranked higher for better online conversions
- Deploy content strategy, email automation and lead generation services
- Design and branding for web, social, print, and promotional trade shows
- Tracking and monitoring for companies-Google Analytics and Search Console
- Design WordPress websites through theme modifications using CSS
- Video production, post process both audio and video for web and social
- Group training for business owners on brand strategies and process
- Personal development liaison for networking groups and partners

### Clearpoint Creative (Reliant/NRG), Houston | 10/2012 – 10/2014

#### Sr. Interaction Designer (Contractor)

- Created marketing web banners that helped drive promotions and brand awareness
- Email marketing development that helped company communicate to employees
- Touchscreen interactive presentations for company trade shows
- Created assets such as direct mail, posters, banners and magazine advertising
- LED signage for NFL and NBA stadiums that the company sponsored
- Intranet and Microsite development for creative department and company

### Continental Airlines (United), Houston | 8/2006 – 9/2012

#### Sr. Analyst, Interactive Design

- Manage , create, and trafficked web banners for all off-site promotions
- Banner production revenue results in 2011; 8M for Q1, 245M for Q2, and 50M for Q3
- Assisted in style guide development, UX strategies and competitive analysis

### Bizopia L.L.C, Houston, Texas | 5/2005 – 5/2006

#### Design Team Lead

- Managed a group of 3 designers, evaluated skills for proper project distribution
- Mentored, set schedules and reported directly to the CEO for reporting and progress

### United States Air Force | 5/1995 – 5/2003

- Honorably served our nation for 8 years as a crew chief and network administrator