

Harry Nieto

Senior Design & Marketing Professional

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For twenty plus years I have served both large and small businesses helping build a better brand through design and effective marketing strategies. As a designer, marketer, and previous business owner I am confident I can bring new life and ideas to any company. Beyond design my experience in sales, speaking, and education would serve a company well. I am ready to take on your biggest challenges and move your company to the next level of results driven marketing success.

Work Experience

Design & Marketing Manager

Nieto Creative
(Owner -Freelance PT)
Richmond, TX
October 2014 - Present

- Lead marketing strategies for businesses to help them achieve their web goals
 - SEO strategy getting companies ranked higher for better on-line 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
 - Worked exclusively in Adobe Suite for 15+ years for design, animation, and video
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Marketing Manager & Designer

Retirement Center Management
(Contractor PT)
Houston, TX
January 2021 - Present

- Designed print collateral for direct mail, ads, flyers, and trade shows
 - Created branded PowerPoint templates and implemented on older presentations
 - Collaborated with the VP of Marketing to develop style guides and design standards
 - Developed email campaigns for events and prospect promotions
 - Video production and post process in both audio and video for web and social
 - Designed digital assets for Facebook marketing and reputation management
 - Managed multiple projects through ticket system while collaborating with client
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Sr. Analyst, Interactive Design

Reliant Energy
Houston, TX
August 2012 - October 2014

- Created web banners that helped drive promotions and brand awareness
 - Email marketing development that helped company communicate to employees
 - Understand brand standards and maintain integrity in all creative assets developed
 - Touchscreen interactive presentations for company trade shows
 - Created assets such as direct mail, posters, banners and magazine advertising
 - Developed LED signage for NFL and NBA Teams that the company sponsored
 - Intranet and Micro-site development for creative department and company
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Sr. Analyst, Interactive Design

Continental Airlines (United)
Houston, TX
May 2007 - August 2012

- Create digital assets while following strict adherence to brand standards
 - Manage, create, and trafficked web banners for all off-site promotions
 - Banner revenue results in 2011: 8M for Q1, 245M for Q2, and 50M for Q3
 - Assisted in style guide development, UX strategies and competitive analysis
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United States Air Force

Anchorage, AK
May 1995 - May 2003

- Served for 8 years as a crew chief and network administrator
- Honorable Discharge

Education

Associates in Digital Multimedia Specialization

Houston Community College - Houston, TX | 3.9 GPA

May 2003 to May 2005

Digital Communication - Digital Media Specialization - AAS

The Digital Media Specialization program uses a variety of media such as sound, text, graphics, video, and animation to communicate information in an interactive computer environment. The program prepares students for employment in the fields of advertising, video, animation, marketing presentations, simulations, and interactive software development.

Skills

Expert		Proficient	Intermediate
Photoshop	InDesign	Premiere	After Effects
Illustrator	Branding	Audition	HTML/CSS
Graphic Design	Email Marketing Dev	Email Marketing	Speaking - Training
Print Design & Setup	Admin Office Applications	Admin Office Applications	User Experience Design
Web Design (WordPress - CMS)	Multimedia	Search Engine Optimization	Social Media Marketing
PowerPoint	Digital Marketing	Infographics	Team Lead for Projects
Customer Relationship	Photo Editing		

Portfolio

<http://www.harrynieto.com>

Military Service

Branch: United States Air Force

Time in Service: 8 Years

Groups and Past Roles

Fort Bend Chamber

2016 to 2018

Chamber Member

Katy Premier Networking | Professional Development Instructor

January 2018 to January 2019

Role as Professional Development in the group

Elite Business Connectors

May 2018 to May 2019

Networking Group Co-Founder