

DOMINGO ECHAGÜE

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PROFESSIONAL SKILLS

- Art Director and Graphic Designer with 10+ years of agency and design experience
- Expertise in Illustrator, Photoshop, and InDesign. Proficiency in Dreamweaver, Premiere and After Effects
- Digital design experience with WordPress, themes and plugins, HTML5, CSS and PHP

WORK HISTORY

MANAGER OF GRAPHIC & WEB DESIGN

NickersonPR / Boston, MA (August 2015 - Present)

Nickerson is an award-winning, full service marketing and public relations firm offering a strategic blend of communication services ranging from graphic and web design to social and digital marketing.

Key Highlights:

- Manage a team of one in-house designer, five freelance designers, two programmers and two copywriters
- Strategized over 15 award-winning logos, websites, ads, brochures and other digital and print designs
- Conceptualized, developed and successfully launched over 15 WordPress websites
- Decreased costs with current and new print vendors to generate higher profits
- Increased sales and lowered prices of promotional items that yield a 16 to 20% margin
- Crafted and enforced processes for improving cross team communication and client reports
- Hired as a graphic designer, I was promoted to manager of my department a little over my first year

GRAPHIC & EXPERIENTIAL DESIGNER

Hitex Marketing Group / Miami, FL (April 2014 - July 2015)

With more than 15 years of experience in the design and distribution of a wide range of promotional products, Hitex is now in the top 2% of global international marketing companies in PPAI (Promotional Products Association Int'l).

Key Highlights:

- Designed a Johnnie Walker bar using 3D software. In 2015, it was approved and built at Antigua's new airport
- Produced over 5 retail spaces like a duty free shop, a cigar kiosk and outdoor bars using Sketchup
- Adhering to brand guidelines, created artwork for brands such as Smirnoff, Ciroc, Don Julio, Buchanan's and others
- Implemented design rates for digital and print files generated for Diageo's global brands

GRAPHIC & WEB DESIGNER / MARKETING & SALES REP.

Access Telecom / Miami, FL (June 2006 - September 2013)

Since 1999, Access Telecom has been among the top leading wireless distributors worldwide. With over 10 offices in North, Central and South America, they are currently authorized distributors for Samsung, Microsoft, Apple and more.

Key Highlights:

- Organized 2 tradeshows sponsored by Nokia in Orlando and New Orleans overseeing budget, design and staff
- Developed its logo, corporate presentation, brochures, stationery, ads, POS material and website
- Initiated and supervised an in-house call center with 6 customer service representatives
- Managed over 10 accounts achieving monthly sales goals through meetings, calls and email marketing

EDUCATION

BS in Communication: Advertising and Minor in Social Media & E-Marketing

Florida International University / Miami, FL (August 2015 - Magna Cum Laude)

FIU Certificate of Merit Scholarship and Dean's List 2014 & 2015