

hector bustillos

Marketing Specialist | Branding Expert | Effective Designer

Competencies

Marketing Automation 

Branding 

Engagement Strategies 

Data Segmentation 

Google Analytics 

Confidence 

Software Skills

CRM Systems 

Adobe Cloud 

Mailchimp 

Wordpress 

RankMath & SEO 

Confidence 

Marketing & Design Experience

Marketing Manager | Restwell Sleep Products | Spring Air Canada | Feb 2021 - May 2022

Responsible for managing the marketing assets, digital campaigns, product kickoff events, landing pages, organic / paid ads, and product launches of Spring Air Canada products. Additionally, formulate marketing strategies to attract new customers, upscale in-house brands, and maintain relevancy in the mattress market.

Responsibilities & Duties

1. Boosted overall click-through rate by 42%, increased new users by 33%, and google ranking within 2 months by rebuilding three corporate websites.
2. Major redesign of 30-year-old corporate logo and branding as means to modernize brand identity and improve brand perception. Changes led to approx. 10-25% higher employee application rate.
3. Increased overall engagement and reach by 35% by delivering optimized media content across multiple social media platforms and email marketing.
4. Successfully presented and advocated marketing and branding strategies to the company CEO and owner.

Notable Projects

1. Resetwell Rebranding
2. Restwell Website Redesign
3. Pure Energy Website Redesign
4. Email Marketing Campaigns
5. Restwell Marketing Plan 2022
6. Retail Store Locator Upgrade

Marketing Director & Lead Designer | Hectoer Creative Studio | Oct. 2019 - Present

Responsible for determining the branding and creative direction of small businesses. Generate business advantages by designing meaningful marketing campaigns, fast websites, and compelling video ads. Entrusted to administer business accounts as a means to improve workflow and staff efficiency.

Responsibilities & Duties

1. Designed and created over 10 websites using WordPress, Wix and HTML for businesses across Canada & the USA.
2. Increased web traffic to clients' websites by 75% through paid and organic Ad campaigns within the first month of launch.
3. Designed and published over 200 Facebook & Google Ads. Ads varied from single images to videos ranging from 5-30 seconds.

8+ Notable Clients

1. Sovereign Engineering
2. Canadian Mattress Recycling
3. Kintec: Footwear & Orthotics
4. Markfor Group Advertising
5. Global Access & Inclusion Fnd

Digital & Social Media Coordinator | Kintec: Footwear & Orthotics | Aug. 2018 - Mar. 2020

Conceptualized and designed graphic and video assets for monthly marketing campaigns. Planned, filmed, and edited promotional and educational videos that showcased the company's services and products. Actively engaged in cross-functional team discussions and creative marketing development.

Responsibilities & Duties

1. Designed and created artwork for over 10 monthly marketing campaigns as a means to increase e-commerce traffic.
2. Planned, filmed and edited over 20 promotional and educational videos—Youtube views per video range from 2k-9k.
3. Designed and printed promotional materials for Kintec's retail stores. Eg: business cards, brochures, signage, and coupons.

Notable Projects

1. Boxing Day campaigns
2. Black Friday campaigns
3. Shoe Reviews videos
4. Kintec my story videos
5. Co-op recruitment videos

Digital Content Coordinator | Simon Fraser University | Sep. 2017 - Aug. 2018

Updated the online course portals of Simon Fraser Universities Equity Diversity and Inclusion department with compelling visuals and videos that showcased the values and principles of an inclusive university. Collaborated with staff and alumni to promote cultural awareness and open-mindedness towards the cultures and values of others.

Responsibilities & Duties

1. Created 4 animations that prompted SFU's commitment to creating a diverse, equitable and inclusive community within the university.
2. Enhanced website content with graphics depicting the stories of students of diverse backgrounds, cultures, and sexualities.
3. Designed and printed culture-specific infographics to advocate a multicultural university environment.

Notable Projects

1. What Would You Do In This Situation? Animation
2. A Quick Lesson Animation
3. EDI online course graphics
4. Intersectionality video

Internships & Volunteering

Graphic Designer | Aiccon - Nonprofit Organization | Internship | Apr. 2016 - Aug. 2016

Revamped Coop Design's website with new graphics, icons, and promotional videos. Provided strategic objectives to the marketing team in regards to social media and future website content.

Responsibilities & Duties

1. Planned the creation of a yearly marketing campaign to attract new consumers.
2. Redesigned the company's brochure, newsletters, invitation letters, and marketing material.

Lead TV Producer | SFU Interactive Arts & Technology Student Union | Jun. 2015 - May. 2016

Responsibilities & Duties

1. Composed meaningful promotional videos to engage students in club events and activities.
2. Filmed and edited over 30 hours of interviews to promote the services offered by the student union.

Education

Post Secondary Institution

BA in Interactive Arts & Technology
Simon Fraser University
Sep. 2013 - Oct. 2019

BS in Industrial Design
Eindhoven University of Technology
Jan. 2019 - Oct. 2019 | Exchange

Language

Fluent in English and Spanish

Portfolio

behance.net/hectorstudio