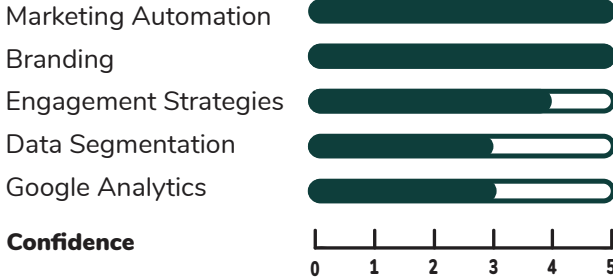


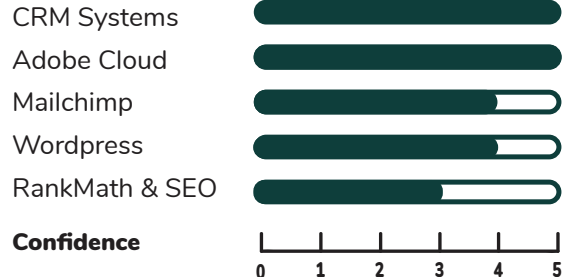
# hector bustillos

Marketing Manager | Branding Strategist | Effective Designer

## Competencies



## Software Skills



## Marketing & Branding Experience

### Group Marketing & Brand Manager | LGBT Great & The Ocean Partnership | Sep 2023 - Present

Develop and execute marketing strategies that support LGBT Great and Ocean Partnership's KPIs and brand narratives globally. Integrate go-to-market strategies into social media campaigns, in-person/online events, webinars, and email marketing. Maintain and build relationships with over 50 corporate members in the financial services industry.

#### Responsibilities & Duties

1. Develop innovative ideas to attract new members to our subscription model.
2. Secured over 1.2K attendees through the programming and organization of more than a dozen in-person and online events/webinars, with an average attendance rate of 40-55%.
3. Managed and organized Citi Bank's largest LGBTQ+ in-person event globally, with a total of 150 attendees and over 1.5K Citi employees participating online.
4. Developed and fostered brand partnerships with local & global companies.
5. Approved and provided guidance on global marketing campaigns with members.

#### Corporate Members

1. BlackRock
2. HSBC Asset Management
3. Citi
4. Schroders
5. Fidelity International
6. Legal & General
7. BNY Mellon

### 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, I formulate marketing strategies to attract new customers, upscale in-house brands, and maintain relevance in the mattress market.

#### Responsibilities & Duties

1. Boosted the overall click-through rate by 42%, increased new users by 33%, and improved Google ranking within 6 months by rebuilding three corporate websites and optimizing their SEO.
2. Conducted a major redesign of a 30-year-old corporate logo and branding to modernize brand identity and improve brand perception. These changes led to a 15-20% employee satisfaction of the company. Results led by internal survey.
3. Increased overall B2B engagement and reach by 35% through the delivery of optimized media content across social media platforms and email marketing.
4. Successfully presented and advocated marketing and branding strategies to the company's CEO and owner. Managed relationships with external agencies.

#### Notable Projects

1. Restwell 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, generating business advantages by designing meaningful marketing campaigns, fast websites, and compelling video ads. Also entrusted with administering 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 Assistant | 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.

### 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

### 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

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

## 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/hectoerstudio