

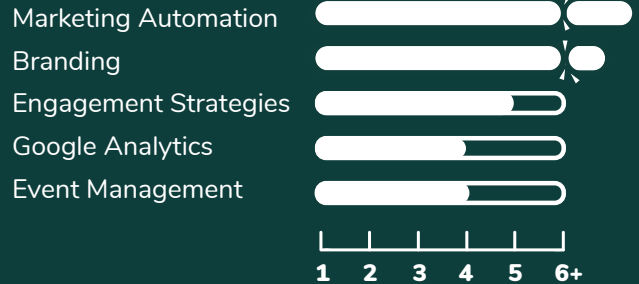
# hector bustillos

Marketing Manager | Branding Strategist | Effective Designer | Events Manager

## Profile:

Proven marketing professional with **7+ years of experience** across diverse industries, such as financial services, healthcare, manufacturing, hospitality, start-ups, and non-profit organizations. Expert in **brand management, CRM, acquisition marketing, and marketing data analysis**. I excel in crafting and executing data-driven marketing strategies, leading high-performing teams, and driving innovative campaigns. [Click Here](#) for more info.

## Years of Experience



## Marketing & Branding Experience

### Head of Marketing | LGBT Great | Financial Services (Startup) & DEI | 2022 - 2023

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 60 corporate members in the financial services industry.

#### Responsibilities & Duties

1. **Rebranded and registered** LGBT Great's new corporate logo/ branding in the UK.
2. Secured over **1.5K attendees** through the programming and organization of more than a dozen in-person and online events/webinars, with an average attendance rate of 55%. Managed over **20 events** and webinars in the course of 1 year.
3. Increased LGBT Great's LinkedIn followers by **2K organically in 10 months** through the development of over **30 effective social media/email campaigns**.
4. Administered and **managed our CRM platform** with close to **10k contacts**, and delivered over hundreds email marketing newsletters and campaigns.

#### Corporate Members

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

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### Marketing Manager | Restwell Sleep Products | Manufacturing & Hospitality | 2021 - 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. Redesigned three corporate websites, and result boosted their overall **click-through rate by 42%**, and **new users by 33%**, within 3 months.
2. **Redesigned a 30-year-old corporate logo** and branding as means to modernize brand identity and improve brand perception. Changes led to approx. **25% higher new talent applications**.
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. 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

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## Marketing Manager & Designer | Hectoer Creative Studio | Contractor | 2019 - 2022

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 **35% 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

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## Marketing Executive | Kintec: Footwear & Orthotics | Health & Ecommerce | 2018 - 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

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## Content Coordinator & Designer | Simon Fraser University | DEI & Education | 2017 - 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

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## Internships & Volunteering

**Graphic Designer | Aicon - Nonprofit Organization | Internship | 2016 - 2016**

**Lead TV Producer | SFU Interactive Arts & Technology Student Union | 2015 - 2016**

## Education

### University

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