

# Marco Antonio Licea Pérez

Birthdate: August 15, 1991  
Nationality: Mexican  
Residence: State of Mexico

 **LANGUAGES** Spanish: Native English: B2 (Intermediate) French: A2 (Basic)

Graphic Designer and Digital Marketing and Communication Specialist with over 8 years of experience creating and producing assets for print and digital channels, with a focus on web design and email marketing. Expert in Adobe Creative Suite, prepress, responsive design, UX/UI, and creative project management. Proven ability to handle multiple deliverables from concept to final production, collaborating with cross-functional teams and external vendors.



## EDUCATION:

Master in Digital Marketing  
Tec Milenio, Metepec,  
State of Mexico  
2023 - 2024

Master's in Senior Management in  
Communication & Advertising  
CUC Centro Universitario  
de Comunicación,  
Mexico City 2017 - 2018

Bachelor's Degree in  
Industrial Design  
UVM, Toluca Campus  
2009 - 2013  
SEP License: 8691307



## WORK EXPERIENCE

### **SAMSON GROUP – Marketing Manager / Senior Graphic and Communications Designer | May 2019 – June 2025 | Lerma, State of Mexico**

- Creation and production of print and digital assets: brochures, landing pages, banners, presentations, newsletters, email templates, and interactive PDFs.
- Design of responsive web layouts and email templates optimized for different devices and email clients, increasing open and click-through rates.
- Preparation of print-ready artwork meeting technical specifications (CMYK, bleeds, cropping, resolutions) and coordination of prepress proofs.
- Management of multiple projects simultaneously, prioritizing tasks, tracking work orders, and meeting tight deadlines.
- Coordination with suppliers, printers, and freelancers, communicating technical specifications and ensuring quality delivery.
- Implementation of brand guidelines and style guides to ensure consistency across all deliverables. • Optimization of creative workflows, reducing production times by up to 30%.
- Analysis of 360° marketing strategies and loop marketing.
- Development and approval of promotional materials for corporate events and exhibitions nationwide.
- Coordination and development of industry-wide events.
- Development of internal company communications with the design team across Latin America.

### **CONSULTUM – Graphic Designer / Communications Support | Jan 2018 – May 2019 | Polanco, Mexico City**

- Production of editorial and printed materials, infographics, and assets for digital campaigns.
- Creation and adaptation of email templates and designs for corporate newsletters.
- Collaboration with teams to develop key messages and ensure execution according to requirements.
- Support in quality control of print artwork.
- Management of targeted campaigns in Google Ads and Meta Ads.
- Implementation of UX/UI on pages required by the company.

### **MIIZI CANI COMPANY – Diseñador de Contenidos y Branding | Dic 2016 – Nov 2018 | Metepec, Edo. Méx.**

- Design of visual identity, catalogs, packaging, and promotional materials.
- Development of digital assets and printed materials for sales and marketing.
- Coordination with production teams to ensure timely delivery according to specifications.



## ACHIEVEMENTS

- Designed responsive email templates that increased open rates by 40% and improved click-through rates (CTR) in key campaigns.
- Developed digital and print assets adhering to brand guidelines and company standards.
- Implemented style guides and internal communication manuals, improving corporate visual consistency.
- Coordinated print production with certified printers, ensuring quality and on-time delivery.
- Reduced production time by 30% through process optimization and partial automation of deliverables.



## TECHNOLOGIES AND SOFTWARE

### Graphic and Editorial Design:

Adobe Illustrator, Photoshop, InDesign, SketchBook, and Fireworks.

### Modeling and Rendering:

AutoCAD 2D/3D, Autodesk Inventor, Rhinoceros, 3ds Max, and KeyShot.

### Web Development and Programming:

HTML5, CSS, JavaScript, PHP, Bootstrap, basic SQL knowledge, and Adobe Dreamweaver, Elementor, Figma, and Nice Page.

### Digital Marketing:

Google Ads, Google Analytics, Prompts, Applied AI, Meta Ads, Power BI, Email on Acid, MailChimp, HubSpot and Benchmarking.

### Presentations and Productivity:

Prezi, Emaze, Microsoft Office, Adobe PDF, and Black Box.



## SKILLS

### Soft

- Adaptability
- Attention to detail
- Leadership skills
- Effective communication
- Creativity
- Initiative
- Innovation
- Emotional intelligence
- Organization
- Critical thinking
- Proactivity
- Problem-solving
- Resilience
- Decision-making
- Teamwork

### Hard

- Data Analysis
- Community Management
- Materials Development
- Internal Communications
- Content Creation
- Artwork Development
- Web Development
- 3D Design
- Graphic Design
- Industrial Design
- UI/UX Design
- Packaging Design
- Project Management
- Programming Languages
- Personnel Management
- Website Performance Optimization
- Responsive Design