

Edwin Mendoza

Professional Summary

Results-oriented and visionary Creative Director with a proven track record in graphic design, film production, and management. Recognized for leadership, guiding creative teams towards excellence while prioritizing quality, innovation, and efficiency. Skilled in mentoring, leading by example, demonstrating empathy, and fostering collaborative environments.

My Portfolio

Linkedin

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Professional Experience

Creative Director | 11/11 Media: Hispanic Marketing Firm

April 2023 - Present | Houston, TX

- Led creative direction for multiple clients, enhancing look and engagement through innovative campaigns.
- Managed project lifecycles and creative staff, exceeding client expectations through tight deadlines. Designed marketing collateral, ensuring brand consistency and effective communication.
- Directed major events and trade shows, delivering compelling materials and training staff.
- Produced high-quality work in design, copywriting, video production, and social media.
- Elevated team capabilities through coaching and workflow refinements.

Manager of Graphic Designer/Consultant | Agwan for U.S. Congress Campaign

November 2022 - March 2024 | Houston, TX

- Created and implemented visual identity, elevating the candidate's profile.
- Produced graphics for social media, print, billboards, and signage.
- Led remote collaboration, ensuring cohesive brand identity and graphics.
- Elevated the candidate to the top position for the Southwest Houston District.

Director of Marketing | Powered By Game Films Productions

December 2022 - January 2023 | Houston, TX

- Achieved substantial marketing growth, increasing leads and revenue.
- Managed online presence across social media and websites.
- Led customer growth initiatives, surpassing marketing goals.

Production Assistant | ElmoreVision Entertainment

December 2022 | Houston, TX

- Played a key role in film production and logistics.
- Managed paperwork and contract administration, streamlining workflows.

Inbound Support Services | Amazon

April 2020 - August 2022 | Houston, TX

- Directed ISS department, ensuring efficient coordination in a deadline-based environment.
- Streamlined processes for enhanced efficiency.

Supervisor | AMC Theatres

April 2018 - October 2021

- Elevated performance at the largest AMC Theatres location in Houston by implementing effective crew coordination and coaching strategies.
- Orchestrated impactful marketing displays and promotions.
- Optimized theater operations through scheduling and inventory management.

Projects

Expo Contratista: The National Hispanic Construction Trade Show | 2023-Current | Creative Director

National Hispanic Contractors Association | 2023-Current | Creative Director

Agwan for U.S. Congress Campaign | 2022-2024 | Graphic Designer

Education

Bachelor's of Communications in Media Production / Minor in Marketing | University of Houston | Houston, TX

Associate of Arts | Lone Star College | Houston, TX

Digital Marketing & E-commerce Certification | Google | Coursera.com

Skills

Creative Leadership, Print and Online Marketing, Graphic Design, Brand Management, Brand Consistency, Problem-Solving, Adobe Creative Suite (Illustrator, Premiere, After Effects, Photoshop, InDesign), Campaign Development,

Video Production, Client Relationship Management, Figma, Search Engine Optimization (SEO), Digital Asset Management, Typography, Copywriting, MS Office (Outlook, Excel, Word, PowerPoint), Google Business, Meta Business Suite, Canva, SketchUp, UX/UI Design