

# FERNANDO ACEVEDO, MBA

## VP-LEVEL MARKETING & BRANDING PROFESSIONAL

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CYPRESS TEXAS, TX | 346-317-3883 | [JFA7@HOTMAIL.COM](mailto:JFA7@HOTMAIL.COM) | [My Portfolio](#)

With 18 years of experience in **heavy equipment, construction, manufacturing, commercial & residential real estate, and advertising**, I drive growth and elevate brand presence through innovative and creative marketing strategies. My background spans both agency and in-house leadership, giving me the versatility to manage global brands as well as highly targeted, budget-conscious campaigns. Skilled in market research, strategic planning, consumer behavior analysis, and creative content development, I design campaigns that resonate with audiences and deliver measurable results. Known for strategic vision and dynamic execution, I specialize in content creation, digital and print campaigns, trade show management, and client engagement. Fluent in English and Spanish, I excel at building and leading high-performing teams, transforming creative concepts into impactful campaigns that strengthen brand positioning and fuel revenue growth.

### AREAS OF EXPERTISE:

Team Leadership | Brand Management | Marketing & Advertising | Project Management | Business Strategy | Digital Marketing Creative Graphic Design | Production Management | Client Relationship Management | Search Engine Optimization (SEO) | Key Performance Indicators (KPIs) | Negotiation | Presentations & Proposals | Market/Competitive Research & Analysis | Bilingual Communications | Brand Strategy | Creative | Email Marketing | Adobe Creative Suite | Content Creator | Marketing Planning | Online Advertising | Positioning | Marketing Communications | Marketing Strategies | Campaigns | Trade Shows | B2B & B2C Marketing

### PROFESSIONAL BACKGROUND:

**BAUER EQUIPMENT AMERICA, Conroe, Texas**

**Marketing Lead:** 02/2025 – 03/2026

As Marketing Manager, I lead the development and execution of the U.S. marketing strategy for the Bauer Group portfolio, overseeing the Bauer, Klemm, and MAT foundation drilling equipment brands, as well as GEFCO water well drilling rigs. I also direct internal communications, ensuring clear, consistent messaging, and strong alignment between executive leadership, sales, and operational teams. My role is focused on driving brand growth, strengthening market leadership, and supporting revenue generation through integrated marketing strategies. This includes strategic brand positioning, product launches, digital marketing, trade shows and industry events, and cross-functional collaboration that aligns marketing initiatives with business objectives and sales performance.

#### **Key Responsibilities:**

- **Develop and execute strategic marketing plans** to drive brand awareness, lead generation, and sales growth across the Bauer Group portfolio.
- **Oversee the company's brand strategy, internal and external communications**, and integrated marketing efforts.
- **Create concepts, visuals, and design assets for marketing collateral** (brochures, presentations, advertisements, and digital content) that effectively communicate product value and brand identity.
- **Oversee national trade shows, conferences, and industry events**, ensuring strong product showcases and maximizing ROI on event participation.
- **Design targeted sales tools, content, and promotions** that highlight available equipment inventory and directly support sales team objectives.
- **Collaborate with cross-functional teams** (sales, service, operations, and executive leadership) to align marketing initiatives with business goals.
- **Leverage market insights and competitive analysis** to identify growth opportunities, enhance customer engagement, and reinforce the company's industry leadership.

**FINISHES SOLUTIONS, Waller, Texas**

**VP OF MARKETING & SALES:** 11/2021-04/2024

As Vice President of Marketing for a developer, construction, and commercial real estate organization, I directed the strategic marketing initiatives that drove **both B2B and B2C growth** across property leasing, sales, and construction services. I led cross-functional teams to design and execute integrated marketing programs that enhanced brand positioning, increased market visibility, and generated measurable revenue impact.

By implementing multi-channel marketing strategies—including SEO, social media, email campaigns, and targeted digital advertising—I expanded brand awareness, strengthened customer engagement, and supported business development across diverse client segments.

I also spearheaded a comprehensive brand refresh that unified messaging and visual identity across all platforms while emphasizing the company's end-to-end expertise in construction, from planning to project completion. Leveraging market research, competitive insights, and performance analytics, I refined marketing strategies that showcased the organization's capability to deliver high-quality projects, deepen client relationships, and establish the brand as a trusted leader in both **commercial and residential real estate** as well as **construction services**.

#### **Key Responsibilities:**

- **Executive Marketing Leadership:** Led enterprise marketing strategy across multiple business units, aligning brand, demand generation, and sales enablement initiatives to drive revenue growth and strengthen market positioning.

- **Revenue & Business Growth:** Contributed to securing multi-million-dollar opportunities by leading the development of high-impact proposals, strategic marketing initiatives, and compelling value propositions that supported business development and client acquisition.
- **Brand Strategy & Market Positioning:** Directed a comprehensive brand revitalization across multiple entities, establishing unified brand standards, differentiated positioning, and consistent messaging across all marketing channels.
- **Integrated Marketing & Pipeline Development:** Oversaw integrated, multi-channel marketing programs—including digital marketing, SEO, social media, email campaigns, and targeted advertising—to expand brand visibility, generate qualified leads, and accelerate the sales pipeline.
- **Strategic Operations & Performance Optimization:** Leveraged market intelligence, campaign analytics, and vendor partnerships to optimize marketing performance, maximize ROI, and ensure efficient delivery of high-quality marketing initiatives.

## TEXAS STATE RENTALS, Houston, Texas

### CREATIVE MARKETING DIRECTOR: 10/2019-10/2021

As Creative Marketing Director for Heavy Equipment Sales & Rentals, I led the development and execution of **strategic B2B marketing initiatives** supporting the sale and rental of new and used heavy machinery to contractors, construction firms, and industrial clients. I drove revenue growth through targeted campaigns, strong client relationship management, and marketing programs designed to increase brand visibility and market share within the construction and equipment industries.

I developed innovative lead generation strategies and compelling, platform-specific content across digital channels—including SEO, social media, paid search, and email marketing—to attract and engage customers throughout the buying cycle. I also oversaw marketing budgets, media planning and buying, visual production, and performance analytics to ensure campaigns delivered measurable ROI.

In addition, I directed creative development, graphic design, and brand communications while collaborating closely with sales and customer-facing teams to strengthen brand presence, support customer acquisition, and position the company as a trusted provider of heavy equipment solutions.

#### Key Responsibilities:

- **Heavy Equipment Marketing & Revenue Growth:** Led marketing initiatives supporting the sale and rental of new and used heavy machinery, driving revenue through targeted campaigns, customer relationship management, and strategic brand positioning within the construction and equipment markets.
- **Integrated Digital & Lead Generation Strategy:** Developed multi-channel marketing programs—including SEO, social media, paid search, email marketing, and content marketing—to increase brand awareness, generate qualified leads, and support equipment sales and rental growth.
- **Creative Production & Brand Visibility:** Directed the development of marketing assets such as graphics, videos, drone footage, brochures, signage, and branded materials to showcase equipment capabilities and strengthen market presence.
- **Media Strategy & Performance Optimization:** Managed marketing budgets, co-op funding, and media buying across radio, television, OTT, and digital platforms while leveraging performance analytics and market insights to optimize campaigns and maximize ROI.

## REMAX PROPERTY GROUP, Cypress, Texas

### CREATIVE MARKETING DIRECTOR: 10/2019-10/2021

As Creative Director, I led the development of dynamic **B2C marketing strategies** that elevated brand visibility and positioned the company as a leader in the residential real estate market. I created visually compelling campaigns—from eye-catching signage and brochures to engaging social media and digital content—that consistently reflected the brand's identity and resonated with homebuyers and renters.

Partnering closely with real estate agents, I transformed marketing initiatives into measurable results, driving **consumer engagement, property sales, and rentals**. By seamlessly integrating digital and print marketing efforts, I expanded the brokerage's presence across multiple channels, increasing property exposure and attracting qualified buyers and tenants.

My work aligned marketing initiatives with overall business objectives while strengthening the emotional connection between clients and their homes, positioning the brand as a trusted partner in the **B2C real estate experience**.

#### Key Responsibilities:

- **Brand & Creative Leadership:** Crafted a distinctive logo, comprehensive brand book, and high-impact marketing assets—including signage, collateral, social media content, and website—elevating the brokerage's visual identity and market presence.
- **Agent & Client Enablement:** Trained realtors on social media best practices and brand-aligned content, while collaborating with clients and agents to drive property sales, rentals, and engagement.
- **Property Campaigns & Listings:** Designed targeted campaigns and maintained optimized listings across MLS and digital platforms, boosting visibility, lead generation, and property exposure.
- **Digital Marketing & Advertising:** Managed social media, PPC campaigns, SEO, content, and email strategies to increase engagement, drive leads, and maximize ROI.
- **Market Insights & Brand Positioning:** Conducted research to identify opportunities, strengthen differentiation, and ensure the brand resonated with target clients.
- **Vendor & Multimedia Management:** Negotiated with vendors and produced professional videos, brochures, and digital assets that showcased properties effectively and streamlined operations.

## ARTES GRÁFICAS, El Salvador

**Owner/Founder:** 06/2010-09/2019

As Founder and Owner of a marketing and advertising agency serving multinational clients across Latin America, I led the agency's growth by building and inspiring a high-performing team to deliver tailored, results-driven strategies for global brands. I directed the development of integrated marketing campaigns that boosted brand awareness, engagement, and market share, while forging strong client relationships and identifying new business opportunities across diverse industries. By combining creative innovation, digital marketing expertise, and data-driven insights, I oversaw all aspects of agency operations—from strategy and execution to on-time, on-budget delivery—consistently achieving measurable results. Through strategic vision and successful partnerships, I positioned the agency as a regional leader in marketing and advertising excellence.

### Key Responsibilities:

- **Agency Leadership & Growth:** Founded and scaled a marketing and advertising agency across Latin America, driving revenue growth and market expansion through data-driven strategies and competitive insights.
- **Global Client Partnerships:** Built lasting relationships with top brands—including Coca-Cola, Wendy's, KFC, Subway, Citibank, Revlon, and British American Tobacco—delivering tailored marketing solutions that drive measurable results.
- **Integrated Campaign Strategy:** Directed multi-channel campaigns across TV, OOH, print, social, retail, and digital platforms, boosting brand visibility, engagement, and sales.
- **Digital Innovation & ROI:** Spearheaded social media, email, and digital campaigns, along with loyalty programs and promotional initiatives, optimizing performance and maximizing client ROI.
- **Operational Excellence & Brand Strategy:** Oversaw agency operations, team performance, and creative execution, crafting cohesive brand identities and messaging that resonated across diverse markets.

## Kantar MILLWARD BROWN, El Salvador

**COUNTRY MANAGER:** 04/2009-05/2010

As Country Manager for a Research and Consumer Behavior Firm in Latin America, I led operations for the El Salvador office, driving business development and securing new client partnerships. I oversaw market research initiatives, employing both qualitative and quantitative methodologies—such as focus groups, product testing, and brand equity studies—to deliver actionable insights. By guiding teams in analyzing consumer behavior and market trends, I provided clients with strategic recommendations that enhanced marketing effectiveness, informed decision-making, and strengthened brand positioning across the region.

### Key Responsibilities:

- **Country & Business Leadership:** Directed El Salvador operations, leading the New Business department to drive client acquisition, revenue growth, and regional market expansion.
- **Research & Analytics Expertise:** Designed and executed qualitative and quantitative studies—including focus groups, surveys, product testing, and brand equity analysis—to uncover actionable consumer insights.
- **Consumer Insights & Strategy:** Analyzed behavioral data and market trends to provide clients with strategic recommendations that optimize marketing, product development, and business outcomes.
- **Stakeholder Collaboration & Communication:** Presented findings through clear, visually compelling dashboards and reports, aligning insights with client goals and organizational objectives.
- **Methodological & Operational Excellence:** Developed tailored research approaches and led teams to deliver reliable, high-quality insights that informed decision-making and strengthened brand positioning.

## LOPEZ NEGRETE COMMUNICATIONS, Houston, Texas

**RESEARCH ACCOUNT ANALYST** 08/2008-05/2009

As a Research Account Analyst at a Marketing and Advertising Agency, I analyzed market performance, consumer behavior, and industry trends to inform and shape effective brand strategies. I specialized in researching Hispanic consumer demographics, preferences, and competitor activity, delivering actionable insights and market trend analysis that optimized campaign performance. By synthesizing qualitative and quantitative findings from focus groups, surveys, and field research, I supported senior planners in developing targeted, data-driven marketing strategies. Additionally, I provided clients with strategic recommendations based on consumer insights and market trends to enhance brand positioning, drive engagement, and maximize ROI.

### Key Responsibilities:

- **Market Analysis:** Conducted comprehensive analysis of industry trends, market performance, competitor landscapes, and client needs to develop strategic brand positioning and market differentiation.
- **Hispanic Market Expertise:** Researched Hispanic consumer trends, demographics, and behaviors using database and secondary research, benefiting multinational clients like 7UP, Dr Pepper, Miller, Guerrero, Bank of America, and Walmart.
- **Qualitative & Quantitative Insights:** Transcribed findings from focus groups and surveys to assist senior planners in formulating precise target market strategies.
- **Marketing Strategy Support:** Assisted in the implementation and optimization of marketing plans, advertising campaigns, and communication strategies to maximize ROI.
- **Consumer Insights:** Delivered actionable insights for branding strategies, product launches, and market positioning to enhance client engagement.
- **Collaboration:** Worked with portfolio managers and investment advisors to align research objectives with business goals, providing tailored solutions.

- **Behavioral Data Collection:** Analyzed consumer behavior data to substantiate the effectiveness of campaigns and guide strategic decisions.
- **Strategic Storytelling:** Translated research data into compelling narratives that support brand and communication strategy development.

**LOPEZ NEGRETE COMMUNICATIONS, Houston, Texas**  
**GRAPHIC DESIGNER 05/2005-10/2006**

As a Creative Graphic Designer at a Marketing and Advertising Agency, I led the creative vision for high-profile clients, delivering innovative and visually compelling designs across print, digital, and social media. I guided projects from concept to final production, ensuring brand consistency and alignment with client objectives. Collaborating with cross-functional teams, I drove creative strategy, contributed original ideas, and produced engaging visual content that strengthened brand identity, captured audience attention, and supported broader marketing goals.

**Key Responsibilities:**

- **Creative Leadership:** Directed design projects and guided junior designers, ensuring innovative solutions aligned with client objectives and brand identity.
- **Fortune 500 Collaboration:** Partnered with top brands—including Walmart, Microsoft, Visa, Tyson Foods, and Sonic—to deliver high-impact advertising campaigns.
- **Multichannel Expertise:** Designed and produced content across TV, print, digital, social media, and photoshoots, maintaining quality and consistency across platforms.
- **Branding & Visual Strategy:** Developed compelling brand assets, layouts, and graphics that strengthened visual identity and audience engagement.
- **Award-Winning Work:** Recognized by senior management and the Houston Advertising Federation (HAF) for excellence in campaign design and execution.
- **Production & Technical Excellence:** Managed vendors and utilized Adobe Creative Suite to deliver polished, professional-grade materials on time and on budget.

**EDUCATION & PROFESSIONAL DEVELOPMENT:**

Escuela Europea de Negocios, Spain (Graduated in 2008)

**MBA, Master's in Business Administration**

Universidad Pontificia de Salamanca, Spain (Graduated in 2007)

**Master in Corporate Communication & Strategic Planning**

Escuela de Comunicación Mónica Herrera, El Salvador (Graduated in 2004)

**Bachelor's degree in marketing communications**

International Advertising Association. (2004)

**Diploma in Marketing Communications**