

# FERNANDO ACEVEDO, MBA

## VP-LEVEL MARKETING & BRANDING PROFESSIONAL

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

### **PROFESSIONAL BACKGROUND:**

#### **BAUER EQUIPMENT AMERICA, Conroe, Texas**

**Marketing Lead:** 02/2025 – Present

As Marketing Manager, I lead and execute the U.S. marketing strategy for the Bauer Group portfolio, overseeing Bauer, Klemm, MAT foundation drilling equipment, and GEFCO water well drilling rigs. In addition, I am responsible for internal communications, ensuring clear, consistent messaging across teams and alignment between leadership, sales, and operations. My role focuses on driving brand awareness, supporting sales growth, and strengthening market leadership through integrated marketing initiatives, strategic positioning, product launches, digital and trade marketing, and cross-functional collaboration.

#### **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 company, I have successfully led multi-disciplinary teams in creating and executing marketing strategies that drive growth across property leasing, sales, and construction services. By developing comprehensive multi-channel campaigns—including SEO, social media marketing, email marketing, and digital advertising—I boosted brand awareness, engagement, and revenue.

I spearheaded a brand refresh, ensuring consistency across all touchpoints while highlighting the company's construction expertise, from project planning to completion. Leveraging market research and analytics, I identified industry trends and optimized strategies to showcase the company's capabilities in delivering high-quality construction projects, enhancing client satisfaction, and building lasting partnerships. My efforts have consistently delivered measurable results, positioning the company as a leader in both real estate and construction services.

#### **Key Responsibilities:**

- **Team Leadership:** Lead and oversee the marketing and sales teams, ensuring the successful execution of all marketing strategies and creative initiatives.
- **Business Development:** Developed compelling proposals for new business bids, highlighting expertise and value propositions to potential clients, contributing to multi-million-dollar acquisitions.

- **Marketing Strategy:** Implemented integrated marketing strategies for commercial and residential properties, driving awareness, interest, and sales achieving revenue targets.
- **Multi-Channel Campaigns:** Created multi-platform marketing campaigns utilizing SEO, social media marketing, email, and targeted digital advertising to maximize engagement and reach.
- **Content Creation:** Produced engaging property marketing materials, including brochures, videos, websites, machinery branding, etc., ensuring alignment with brand identity.
- **Sales Collaboration:** Collaborated closely with the sales team to ensure marketing initiatives aligned with sales strategies, delivering essential materials and training to support their efforts.
- **Brand Revitalization:** Led a comprehensive brand refresh across multiple entities, ensuring consistency and creating tailored marketing strategies.
- **Cross-Functional Collaboration:** Collaborated with design, communications, and sales teams to create a compelling brand strategy that effectively resonates with target audiences.
- **Market Analysis:** Conducted thorough market research, leveraging insights to craft a differentiated brand identity and competitive strategy.
- **Vendor Relations:** Spearheaded the management of strategic vendor partnerships, cultivating strong, long-term relationships and successfully negotiating favorable terms and competitive pricing structures. This proactive approach ensured the company consistently received high-quality products and services while optimizing cost efficiency and driving mutual business growth.
- **Performance Optimization:** Analyzed digital performance metrics (reach, engagement, conversions) to optimize strategies.
- **Sales Presentations:** Created persuasive sales presentations to showcase property features and investment opportunities.

## TEXAS STATE RENTALS, Houston, Texas

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

As a Creative Marketing Director for Heavy Equipment Sales & Rentals, I led the marketing initiatives for selling and renting new and used heavy machinery, driving revenue through targeted campaigns and strategic customer relationship management. I designed innovative lead generation campaigns to enhance brand awareness and market positioning. I crafted engaging, platform-specific content, utilizing SEO, social media, paid search, and email marketing strategies. Additionally, I managed budgets, media buying, visual production, and performance analytics to ensure ROI while overseeing graphic design and customer relations to reinforce brand presence.

### Key Responsibilities:

- **Heavy Equipment Sales & Rentals:** Led initiatives in selling, renting, and marketing new and used heavy equipment, achieving revenue growth through targeted campaigns and customer relationship management.
- **Lead Generation & Brand Awareness:** Developed marketing campaigns to generate leads, boost brand visibility, and drive sales of heavy equipment and rental services.
- **Content Creation:** Designed engaging, platform-specific content, including graphics, videos, and captions tailored to audience preferences.
- **Digital Strategy:** Created multi-faceted strategies encompassing SEO, social media marketing, paid search, email marketing, and content marketing for heavy machinery offerings.
- **Innovative Campaigns:** Executed forward-thinking marketing strategies to meet business objectives and achieve measurable growth in equipment sales and rentals.
- **Market Insights:** Analyzed trends, customer preferences, and competitor activity to identify opportunities for differentiation and market positioning in the equipment sector.
- **Social Media Advertising:** Crafted content strategies to enhance brand awareness, audience engagement, and lead generation for equipment sales and rentals.
- **Graphic Design:** Produced marketing materials, including brochures, social media ads, outdoor signage, and branded decals to enhance machinery visibility.
- **Budget Management:** Administered co-op spending and resource allocation, ensuring maximum ROI.
- **Media Buying & Planning:** Negotiated and managed campaigns across radio, broadcast TV, and streaming (OTT) platforms, promoting equipment services.
- **Visual Production:** Directed photography, drone videography, and video editing to highlight heavy equipment features and capabilities.
- **Performance Analytics:** Monitored metrics like reach, engagement, and conversions to optimize digital marketing efforts for machinery sales and rentals.
- **Customer Relations:** Provided exceptional service to build trust and loyalty among customers, enhancing the reputation of the equipment brand.
- **Promotional Branding:** Delivered branded merchandise and promotional tools to reinforce recognition in the equipment sector.

## REMAX PROPERTY GROUP, Cypress, Texas

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

As Creative Director, I led the development and execution of comprehensive marketing strategies aimed at enhancing brand visibility and market positioning. I designed and produced high-impact marketing materials, including signage, brochures, and social media campaigns, ensuring consistent alignment with the brand's visual identity. Collaborating closely with real estate agents, I drove customer engagement, property sales, and rental transactions. I managed both digital and print marketing initiatives, successfully increasing the brokerage's online and offline presence, and improving property visibility and client acquisition. My efforts helped align marketing strategies with company goals, strengthening the connection between clients and their ideal real estate investments.

### Key Responsibilities:

- **Brand Development:** Created a unique logo and comprehensive brand book to define and solidify the brokerage's visual identity.
- **Creative Design:** Designed brokerage documents, signage, business cards, social media assets, and a professional website to enhance brand presence.
- **Agent Coaching:** Provided training to realtors on social media best practices and effective implementation of brand guidelines.
- **Property Marketing:** Developed and executed targeted campaigns to promote properties for sale or rent, increasing visibility and lead generation.

- **Market Research:** Conducted in-depth research to assess consumer perceptions and uncover opportunities for brand improvement.
- **Social Media Management:** Managed accounts and executed paid advertising campaigns, increasing engagement and generating leads.
- **Vendor Negotiations:** Oversaw vendor relationships, securing favorable terms and pricing to optimize operations for the brokerage and realtors.
- **Multimedia Production:** Produced and edited high-quality promotional videos showcasing listed properties, highlighting unique features to attract potential buyers or tenants.
- **Listings Management:** Maintained property listings across multiple platforms, including MLS and brokerage websites, ensuring accurate and compelling presentations.
- **Brand Positioning:** Established a strong brand identity that differentiated the brokerage from competitors and resonated with target clients.
- **PPC Campaigns:** Allocated and managed advertising budgets, focusing on pay-per-click campaigns, while tracking ROI to optimize investment.
- **Graphic Solutions:** Created visually impactful materials tailored for property promotions, including digital ads, flyers, and brochures.
- **Cross-channel Marketing:** Designed strategies leveraging SEO, content marketing, and email campaigns to enhance property visibility.
- **Real Estate Transactions:** Collaborated with clients and realtors, driving successful property sales and rentals through effective marketing strategies.

## ARTES GRÁFICAS, El Salvador

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

As the Owner and Founder of a marketing and advertising agency serving multinational clients across Latin America, I spearheaded the agency's growth by leading a high-performing team in developing and executing tailored strategies for global brands. I drove the creation of comprehensive marketing campaigns that significantly increased brand awareness, customer engagement, and market share. By cultivating strong client relationships and identifying new market opportunities, I successfully expanded the business across various industries. I integrated digital marketing, creative solutions, and data-driven research to deliver measurable results, overseeing all aspects of agency operations from project inception to completion, ensuring timely and on-budget delivery. Through innovative strategies and successful partnerships, I positioned the agency as a regional market leader.

### Key Responsibilities:

- **Market Expansion:** Identified new opportunities and revenue streams through data-driven market research and competitive analysis.
- **Strategic Planning:** Developed long-term business strategies to enhance market presence and achieve sustainable growth in diverse industries.
- **Operational Excellence:** Oversaw daily agency operations, optimizing workflows and increasing productivity across multi-disciplinary teams.
- **Campaign Development:** Designed and implemented tailored marketing strategies for clients in Latin America to boost sales and elevate brand awareness.
- **Creative Direction:** Directed workflows for high-impact campaigns, including TV, OOH, print, social media, retail displays, and signage, meeting diverse client communication needs.
- **Client Partnerships:** Cultivated relationships with global brands such as Coca-Cola, Wendy's, KFC, Subway, Citibank, Revlon, and British American Tobacco, securing long-term collaborations.
- **Digital Strategy:** Spearheaded innovative digital marketing campaigns leveraging social media, email, websites, and direct mail to maximize ROI.
- **Customer Insights:** Conducted in-depth consultations and on-site client visits to align campaigns with business goals and market trends.
- **Promotional Design:** Created effective promotional mixes, including loyalty programs, contests, and bundled offers, tailored to client objectives and target audiences.
- **Strategic Advisory:** Delivered insights to clients on optimizing marketing budgets and refining advertising strategies for measurable results.
- **Brand Identity:** Collaborated with clients to craft cohesive branding and messaging, ensuring alignment across all platforms.
- **Relationship Management:** Maintained a trusted advisor role for key accounts, building loyalty and fostering repeat business.
- **Cross-Channel Expertise:** Designed campaigns integrating traditional and digital platforms to enhance visibility and consumer engagement.

## Kantar MILLWARD BROWN, El Salvador

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

As the Country Manager for a Research and Consumer Behavior Firm in Latin America, I led the operations of the El Salvador office, focusing on driving business development and acquiring new clients. I supervised market research projects using both qualitative and quantitative methodologies, including focus groups, product research, and brand equity analysis. I also guided teams in gathering and analyzing consumer behavior data to inform client strategies. Through insights into market trends and customer preferences, I provided actionable recommendations to enhance marketing effectiveness and client positioning in the region.

### Key Responsibilities:

- **Country Manager Leadership:** Directed operations for the El Salvador office, spearheading the "New Business" department with a focus on client acquisition and revenue growth.
- **Qualitative & Quantitative Research:** Conducted comprehensive studies using diverse methodologies, including focus groups, surveys, brand equity analysis, product research, and fieldwork.
- **Consumer Behavior Insights:** Collected and analyzed behavioral data to optimize marketing strategies, enhancing campaign effectiveness and ROI.
- **Focus Group Facilitation:** Moderated discussions to explore consumer perceptions, preferences, and behaviors, generating actionable qualitative insights.
- **Brand Equity Analysis:** Evaluated brand awareness, loyalty, and market perception through targeted research, providing clients with a roadmap for brand enhancement.
- **Advanced Analytics:** Utilized research tools and software to analyze and synthesize qualitative and quantitative data, uncovering trends and actionable patterns.
- **Strategic Recommendations:** Presented findings to stakeholders, offering data-driven strategies to support marketing, product development, and business planning.
- **Data Visualization:** Delivered compelling presentations with visually impactful dashboards and summaries, simplifying complex insights for diverse audiences.
- **Methodological Expertise:** Designed and implemented investigative approaches tailored to specific project goals, ensuring robust and reliable results.
- **Stakeholder Collaboration:** Partnered with management, marketing teams, and product developers to align research findings with organizational objectives.

## **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 craft effective brand strategies for clients. My role involved researching Hispanic consumer trends, demographics, and competitor performance, delivering key insights for campaign optimization. I transcribed qualitative and quantitative findings from focus groups and surveys to help senior planners develop targeted marketing strategies. Additionally, I supported clients by offering strategic recommendations and insights to improve brand positioning and maximize ROI through data-driven marketing solutions.

#### **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 for a Marketing and Advertising Agency, I collaborated with high-profile clients to create innovative and visually impactful designs. My role involved conceptualizing and executing graphic solutions for a variety of media, including print, digital, and social platforms. I led design projects from inception to final production, ensuring brand consistency and adherence to client guidelines. Working closely with cross-functional teams, I contributed creative ideas and produced engaging visual content that enhanced brand identity, maximized audience engagement, and supported strategic marketing goals.

#### **Key Responsibilities:**

- **Collaborated with Fortune 500 Clients:** Partnered with brands like Walmart, Bank of America, Microsoft, Visa, Dr Pepper Snapple Group, Tyson Foods, Sonic, and others to deliver innovative advertising solutions.
- **Creative Development:** Designed graphic solutions that adhered to brand guidelines across multiple platforms, including print, digital, and social media, ensuring consistency and high-impact visuals.
- **Design Leadership:** Provided guidance to junior designers, fostering creativity and ensuring alignment with project goals and brand identity.
- **Comprehensive Branding Expertise:** Applied advanced skills in branding, promotions, layout design, color theory, and conceptual development to create compelling marketing materials.
- **Multichannel Expertise:** Managed the design and production of content for TV, print, radio, digital campaigns, and photo shoots, maintaining high-quality standards across mediums.
- **Innovative Graphics:** Conceptualized and executed visually engaging graphics, layouts, and illustrations for diverse marketing initiatives.
- **Vendor Coordination:** Collaborated with photographers, printers, and external vendors to streamline production and maintain quality control.
- **Advanced Software Proficiency:** Mastered Adobe Creative Suite tools, including Photoshop, Illustrator, Premiere, and InDesign, to deliver exceptional design solutions.
- **Award-Winning Campaigns:** Earned recognition from senior management and accolades from the Houston Advertising Federation (HAF) for exemplary work on Walmart advertising campaigns.
- **Strategic Brainstorming:** Contributed to creative brainstorming sessions, generating innovative concepts and ideas for impactful marketing campaigns.
- **Production Expertise:** Prepared artwork for print and digital publication, ensuring accurate resolutions, file formats, and color profiles for professional-grade outcomes.

## **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**