

G. Roland Anzaldua

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HIGHLIGHTS

- Strong multi-tasking, organizational, interpersonal skills, graphic design and marketing experience.
- Work well on a team or independently; self-motivated, committed to team goals & strong work ethic.
- Experienced in organizing, planning & implementation of marketing plans & special projects.
- Extensive background experience in information systems management (database, server, and helpdesk support)

EXPERIENCE

Zachry Construction Corporation (Sunset Station), San Antonio, TX

2003-2005

Creative Director/Marketing Coordinator

- Managed marketing efforts from graphic design to placement of radio, television, and print advertising for a historical entertainment and special events venue.
- Developed and managed the creative process (direct mail, venue signage, brochures, advertisements, flyers) for marketing the venue's concerts associated with Clear Channel Entertainment/Pace Concerts, House of Blues® and Sunset Station.
- Maintained and established relationships with vendors, production crews, and all media outlets.
- Worked in conjunction with the sales team to create tools and materials for their use and distribution to potential clients.
- Managed marketing budget in order to save the company approximately \$1200 or more a month on expenses.

Information Technology Specialist

- Redesigned and maintained company website (www.sunset-station.com) that developed 360,000 hits a month.
- Developed online inquiry tool for Sales department to increase their sales leads by 30%.
- Created and managed email marketing campaigns for promoting upcoming events and concerts.
- Served as helpdesk/IT support for employees when computer, server, or email related issues arose.
- Managed Windows Server Active Directory.

Credits include *San Antonio Express News, San Antonio Current, San Antonio Business Journal, The Edge, San Antonio Women, Primetime Newspapers, Fiesta, Que Pasa, Nationwide College Papers, MPI – The Meeting Professional, City Pages, and more*

PhotoProtective Technologies (Melanin Products), San Antonio, TX

2002-2003

Marketing Specialist

- Designed brochures, flyers, direct mail collateral, and posters.
- Designed the new company website and developed online marketplace to increase sales.
- Developed strategic marketing plan for CEO to best position the company.
- Developed methods and strategies for gaining & maintaining customers and entering new markets.
- Conducted market research in Europe, South America, and Asia in order to gain representatives, licensors, and distributors.

Neighborhood Resource Center, San Antonio, TX

2002-2003

Information Technology Manager

- Designed brochures, monthly newsletters, and calendars.
- Designed and maintained website for non-profit agency.
- Established and maintained relationships with community organizations, and city leaders.
- Served as network administrator for non-profit organization (Windows 2000 Server/Unix systems)
- Served as the primary photographer for organization to build photo gallery on website that I designed.

M2 Global Technology, San Antonio, TX

2001-2002

Market Research Analyst

- Provided CEO and CFO marketing strategies to increase profits and market growth.
- Completed technology roadmap and SWOT analysis for marketing department.
- Worked with IT department to best position website on internet search engines.

EDUCATION

University of Texas, San Antonio, TX

2002

Bachelor of Business Administration in Marketing

Bachelor of Business Administration in General Business

COMPUTER EXPERIENCE

All Windows environments, all MS-Office applications, Graphics programs: Print Shop Pro, Adobe PhotoShop & Illustrator, Quark 5.0, Library Information Systems: Voyager/Endeavor, OCLC, NOTIS, SAS (Market statistics), installation and setup of hardware & software, Windows 2000 Server - Active Directory, Dreamweaver & Front Page, java/html programming, and Cool Edit Pro.

Portfolio and references available upon request