

# Sergio Azevedo

[sergio79@outlook.com](mailto:sergio79@outlook.com) • [www.sergio-azevedo.com](http://www.sergio-azevedo.com)

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## PROFESSIONAL SUMMARY

- Detail-oriented, multifaceted designer with sixteen years of experience in crafting web presences, online marketing/advertising collateral, marketing automation, brand development, print collateral, and interface design.
- Experienced in managing in-house and international design teams and coordinating projects between multiple departments.
- Skilled with HTML, CSS, Responsive Design, Adobe Creative Suite (Photoshop, Illustrator, Dreamweaver, InDesign), MS Office, UI/UX and Marketing Automation Tools (Hubspot, Marketo).

## EXPERIENCE

**iSheriff, Inc.** | Web Designer / Marketing Automation Admin | 4/14 – 7/16:

- Transition corporate brand from Total Defense to iSheriff across all collateral.
- Through optimization of email and landing page campaigns and designing engaging, industry-related, collateral, we grew average weekly downloads from single digits to over 300.
- Assisted in social media initiatives across Twitter, LinkedIn and Facebook resulting in consistent growth of our audience and social reach.
- Absorbed marketing automation role, becoming in-house Marketo expert.
- Successfully transitioned from Marketo to Hubspot.

**Total Defense** | Web Designer | 6/11 – 4/14:

- Development of Total Defense brand and identity during transition out of CA (Computer Associates).
- Transition Total Defense website into Revolution (Webinfinity's proprietary CMS).
- Create packaging for consumer and B2B software products.
- Design and optimization of email campaigns, landing pages and micro sites for marketing initiatives and customer retention.

**CA** | Web Designer | 11/05 – 6/11:

- Design, development and maintenance of the CA Internet Security eCommerce website. As part of eComm team, within 3 years, annual revenue grew from \$18MM to \$37MM.
- Coordinated efforts between teams of designers and developers based out of international offices (UK, Australia, Japan).

- Design and development of landing pages and micro sites to aid in paid search initiatives.
- Produce email campaigns tailored to the various groups in our email database, increasing click-through rates through extensive testing; doubling them at times.
- Aided in the redesign of our security software line-up for 2010.

**InterMark Media** | Sr. Graphic Designer | 11/00 - 4/05:

- Design, development and maintenance of numerous in-house properties.
- Managed a small team of in-house designers and provided mentorship to interns.
- Coordinating projects and efforts required by each area of the company.
- Design and optimization of landing pages, email campaigns, and banner ads to continuously increase lead generation efforts.
- Collaborated with the development team to build a web-based system for marketing to create campaigns for their customers.
- Aided in conceptualizing and design of in-house affiliate marketing program: Copeac (v1).

**EDUCATION**

**Katharine Gibbs School** | Melville, NY | 1998-2000

- A.A.S. Degree in Graphic Design

**S.C.C.C.** | Farmingville, NY | 1997-1998

- Multiple Majors: Fine Arts, Music, Literature, Writing

**ADDITIONAL SKILLS**

- Experienced with marketing automation apps: Hubspot (multiple certifications), and Marketo.
- Working experience with Wordpress, Salesforce, SharpSpring, CheetahMail, Blue Hornet, NetSuite and DigitalRiver.
- Traditional and digital illustration.
- Capable in Apple (preferred) and Windows environments.