



alfredo diez

## work experience

**MTM, Inc.**, Lake St. Louis, MO, 2010 to Present  
**Creative Director**

As the Creative Director, I lead the creative process within MTM's Marketing team. I am responsible for identity creation, concept development, collateral design, and translating marketing objectives into creative strategies. I strive to ensure internal and external communication needs are met, oversee all design, conceptualize ideas, and guarantee overall quality of work produced.

These duties are only made possible by nurturing strong, accountable teams that work as a whole to create positive outcomes. Additionally, I build strong relationships with other key departments, including Business Development, Human Resources, and Information Technology, to streamline campaign development and delivery through CRM and CMS platforms.

My ultimate goal and biggest priority is to promote continual creative improvement and actively contribute to a culture of innovation, excellence, and accountability.

**Suntrap & Asociados SL**, Madrid, Spain, 2000 – 2010  
**Creative Director / Partner**

While with Suntrap, I directed all phases of creative work from concept through production. I was accountable for developing and directing high quality creative work. I also participated in new business development efforts, leading creative teams and interacting regularly with other members of the company to communicate goals, promote design decisions, and receive feedback from key stakeholder groups. I brought thought leadership and made recommendations for design approaches based upon the latest interactive trends and best practices that were relevant to the industry.

**2e Creative**, St. Louis, MO, 1998 – 2000  
**Art Director**

I developed and executed conceptual strategic creative plans. I worked on a wide variety of campaigns and promotions, leveraging direct mail, advertising, and electronic media while coordinating the creation and design of innovative external and internal projects that exceeded client expectations. My primary focus was to provide efficient and effective graphic design support in coordination with Marketing Department staff to produce outstanding results.

## education

**Saint Louis University**, St. Louis, MO  
Bachelor of Arts and Sciences with Communications Major  
Computer Science Minor

**Lindenwood University**, St. Louis, MO  
Master Of Business Administration - MBA (in progress)

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## career highlights

20 years of creative professional experience

Professional photographer with a broad portfolio spanning many applications and settings

Highly proficient in the Adobe Creative Suite and CRM best practices and automation

Fluent in English and Spanish