

MARCEL NEGRETE

CREATIVE LEADER | PROJECT MANAGER | MEDIA PRODUCER

PROFILE

Based in Fort Worth, Texas, Marcel brings over a decade of creative marketing expertise, including four years in leadership roles. His experience spans from producing content at a startup education company to leading a creative team at one of Austin's largest nonprofits. As a creative leader, Marcel is dedicated to fostering compassionate environments where teams can thrive.

 **Location**
Forth Worth, Texas

 **Phone**
(314) 413-4169

 **Email**
marcelnegrete@gmail.com

EDUCATION

2017 - 2020

BACHELOR OF SCIENCE

Electronic Media | Texas State University

2019

NATIONAL STUDENT EXCHANGE

Electronic Media & Film | Towson University

SKILLS

- Adobe Creative Suite
- Agency & Client Management
- Creative Project Management
- Video Production and Editing
- Creative Briefs & Presentations
- Advertising Campaign Management
- Digital Asset Management
- Vendor Relations & Budgeting

WORK EXPERIENCE

SENIOR MANAGER, CREATIVE SERVICES

2022 - 2024

Greater Austin YMCA | Austin, TX

As the Senior Manager of Creative Services at the Y, I led a collaborative team of creative professionals to build and maintain the brand's visual identity across 8 locations and 60+ programs.

- Project managed and produced multi-channel advertising campaigns resulting in over 150% growth in new membership units.
- Implemented a complete brand refresh that extended digitally and physically across all Greater Austin YMCA's 8-area locations.
- Managed relationships with vendors in printing and advertising to meet budget and quality standards set by the company.
- Developed creative briefs and presentations for key stakeholders, ensuring alignment on the vision and goals of advertising campaigns.

CREATIVE MANAGER

2020 - 2022

Proximity Learning Inc. | Austin, TX

- Rebuilt Proximity Learning's website into a tool that generated roughly \$1M in sales, exceeding our KPI goals by 400% in fiscal year 20-21.
- Directed and edited creative video content showcasing the company's services and brand for internal and external marketing efforts.
- Facilitated a full rebrand of Proximity Learning and implemented a Digital Asset Manager to ensure cross-department brand consistency.

DIGITAL MEDIA SPECIALIST

2017 - 2020

Proximity Learning Inc. | Austin, TX

- Built and designed the company's website in WordPress, solidifying the brand style and increasing engagement by over 200%.
- Launched an e-commerce platform for Proximity Learning's self-paced online courses that generated over \$30k in sales per year.

SELF-EMPLOYMENT

OWNER & CREATIVE DIRECTOR

2024 - 2026

Negrete Creative

As the Owner & Creative Director at Negrete Creative, I craft and develop narrative-driven visual stories for companies with intention and empathy, leaving a lasting impression on their audience.

- Manage and direct Austin-based creatives in the production of audio, video, design, and web-based projects.
- Produce and edit high-quality, narrative-driven video content for digital marketing teams.