



# Eddy Soto

Marketing executor with graphic design education, extensive ad agency background, print design and production expertise, and most recently webdevelopment and migration specialist, content management system administrator and trainer.

## EXPERIENCE



New Mexico State University (July 2021 to Present)  
*Lead Web Developer*

Undertook a leading role in continual development of the Cascade content management system. In charge of maintenance efforts for optimal performance of websites numbering in the hundreds, and ever growing. Troubleshooting and technical support specialist for various organizations with diverse website objectives. Updates websites with new modules and upgrades as requested by clients. Responds to technical necessities of web content system that can vary greatly in depth and complexity.



New Mexico State University (July 2019 to July 2021)  
*Web Developer and Trainer*

Integral part of mass migration effort of digital web presences. Key component in implementing new CMS and developing training material for new interface. Took lead of onboarding and training for hundreds of new users. In addition to development of hundreds of websites, directed teams of personnel to migrate content, coordinate data, and design an optimal transition. Developed courses for live instruction, recorded and edited training videos, and created online repository including written tutorials and other training tools.



TESCO Controls, Inc. (Dec. 2018 to Jun. 2019)  
*Marketing Coordinator*

Execute marketing objectives both internal and external, including tradeshow organization and execution, graphic design and branding, and digital outreach presence. Research water/wastewater industry publications, press releases, and other communications to keep salesforce up-to-date. Build and maintain relationships with vendors, professional associations, water utility districts, and other agencies. Execute many other B2B objectives as requested by Marketing Director. Build marketing material for every purpose.



**Oslin Nation Co.**

*Marketing Coordinator & Web Designer*

Oslin Nation Company  
March 2015 to April 2018

Coordinated marketing operations at every level for mechanical distribution company spanning four franchises across Texas. Sales force marketing team of 1, acting liaison with vendors and manufacturers, graphic designer for every purpose varying from digital outreach to print advertising. Created and presented instructional presentations for engineers and sales teams. Organized events, expos, trade shows and PR events. Prepared sales force for venue scheduling, catering, presentations and custom marketing material. Planned and executed new sale strategies. Branding manager. Re-designed, launched, and maintained company's website. Migrated existing website consisting of technical info and large inventory across platforms.



Bienestar a tu alcance™

*Web Marketing Coordinator*

Regal Ware Inc. / Kitchen Fair  
October 2013 to February 2015

Senior designer and marketer for direct-sales company specializing in cast aluminum cookware. Design original concepts and execute layouts for multimedia publications supporting an international direct-sales force. Coordinate marketing strategies for said sales forces serving US, and greater Latin America. Incorporate multi-cultural strategies to enhance impact of designs including research, photography direction, branding strategies, product identity, etc. Coordinate quotes and printing schedules for large-scale publications (i.e. product catalogs). Create digital footprint on various social media outlets. Develop new concepts for web and print designs.

## Helen of Troy

*Graphic Designer*

Helen of Troy, LLC  
July 2008 to October 2013

Entrusted with the design, pre-flight, and physical layout of product packaging and manuals. Created concepts, patterns, and directed model photography for beauty and health products. Executed designs, and maintained graphical standards as established by the corporate identity. Efficiently communicated and collaborated with senior designers and marketers for every project. Responsible for the typographical layout of multi-lingual instruction books for beauty and health products. Worked with up to 18 different languages per product for a worldwide audience. Responsible for producing marketing samples and proofs for executive review.

## EDUCATION

THE UNIVERSITY OF TEXAS AT EL PASO  
El Paso, TX  
Bachelor of Arts (2004)  
Graphic Design Major, Creative Writing Minor

NEW MEXICO STATE UNIVERSITY  
Las Cruces, NM  
Basic College courses, Basic Fine Art courses

## SKILLS & EXPERTISE

- Adobe Creative Suite Expertise
- Web Design and Development (HTML + CSS)
- Graphic Design Major • Creative Writing Minor
- Print Layout (catalog, magazine, brochure, web)
- Product Photography / Direction • Web & Email Marketing
- Public Speaking/ Presentation • 100% Spanish Bilingual

## CONTACT

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<https://people.nmsu.edu/eddy/soto/>

References available upon request