



MICHAEL SANCHEZ

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SUMMARY

As an experienced Creative Director, I have had the privilege of advancing the strategies and goals of three nationally recognized companies through the development of numerous marketing and communications campaigns. An expert in Adobe Creative Suite, I have created logos, advertisements, digital communications, internet/intranet sites, annual reports, brochures, invitations, posters, banners, signage and many other collateral materials. One of my strengths is transforming ideas into impactful and compelling concepts that communicate a key message and achieve stated objectives, ultimately driving business success. My employers have consistently recognized me for managing complex projects in a fast-paced environment and ensuring deliverables are met within budget and on schedule, while upholding the highest standards for creativity, professionalism and integrity.

WORK EXPERIENCE

GRAPHICS SERVICES MANAGER

NuStar Energy - San Antonio, TX

2007 to 2024

- Oversee the strategic development and execution of NuStar's marketing communications campaigns and graphics projects for various initiatives and events, including employee and business entertainment events, Benefits Open Enrollment, the United Way campaign, the NuStar NuHope Golf Classic and many other initiatives.
- Support the company's community relations strategy by donating design and production services to numerous non-profit organizations, including Haven for Hope, Phil Hardberger Park Conservancy, United Way of San Antonio, Girl Scouts of South West Texas, After-School All Stars, Boys and Girls Club of San Antonio and many others.
- Manage, design and produce all printed collateral and digital materials across the organization, which involves collaborating closely with team members and vendors to ensure the highest-quality products are delivered within budget and on schedule.
- Oversee the company's photography and video projects, providing strategic and creative direction and ensuring projects are completed on schedule and within budget.
- Establish and maintain the graphic standards that uphold NuStar's brand image, ensuring consistency and integrity in all representations of the brand.
- Manage the branding and design aspects of the company's internet and intranet sites, working collaboratively with the Information Systems team.
- Manage the stationery program, ensuring all locations have the necessary materials to maintain a cohesive brand identity. This includes designing, updating, and managing the production of materials such as letterhead, envelopes, business cards and department forms.
- Stay abreast of advancements in graphic design and photography technology, ensuring the team has access to the latest software and hardware so they're able to deliver cutting-edge creative solutions.

GRAPHICS SERVICES SPECIALIST

Valero Energy - San Antonio, TX

2002 to 2007

- Oversaw the creative direction of Valero's marketing campaigns and communications initiatives for employee and business entertainment events, Benefits Open Enrollment, the Valero Texas Open, the United Way campaign and other initiatives.
- Collaborated with cross-functional teams to ensure the messaging resonated authentically with Valero's stakeholders, while reinforcing the company's values and mission.
- Designed and produced a wide range of collateral materials, digital communications, photography and video content that represented the Valero brand.
- Worked collaboratively with printers and other vendors to ensure all materials met the highest standards of quality, while adhering to budgetary constraints and timelines.
- Managed Valero's graphic standards and safeguarded the integrity of the brand across all touch points.
- Ensured the entire team kept abreast of emerging trends and technologies in graphic design, helping to ensure the creative output remained at the forefront of industry standards.

ART DIRECTOR

USAA - San Antonio, TX

1987 to 2000

- Created digital design experiences and devised brand advertising and marketing solutions across various USAA services, including banking, investments, life insurance, real estate, and property and casualty insurance.
- Collaborated closely with copywriters, photographers, strategic solution planners and project managers to conceptualize and execute marketing communications solutions that were aligned with USAA's brand strategy and goals.
- Designed and produced collateral materials and digital communications ranging from brochures, direct mail pieces and web content to employee communication, events and celebrations.

EDUCATION

Colorado Institute of Art - Denver, CO

1984 - 1987

SKILLS

Advertising Design • Graphic Design • Creative Strategy • Advertising • Photography • Branding & Identity • Typography • Illustration • Photo Art Direction • Environmental Design • Marketing Strategy • Product Packaging Web Design • HTML • Video Editing • Social Media Management • Adobe Illustrator • Adobe Photoshop • Adobe InDesign • Adobe After Effects • Adobe Premiere • Adobe Acrobat • Microsoft 365



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