

# Kaeli Warde-Sandoval

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## Education

- May 2017 – Bachelor of Fine Arts in Communication Design
- Texas State University, San Marcos, TX
- Awarded “Best Design” in 2017 Smart Cities Hackathon

## Professional Experience: UBEO Business Services: February 2017 - Present

Over the past 8 years at UBEO, I’ve grown from a design intern to a versatile marketing leader, blending creativity with strategy to drive results. I focus on creating designs and campaigns that boost revenue, enhance brand awareness, and achieve business goals. Over the years, I’ve honed skills in marketing strategy, sales support, and project management, gaining hands-on experience across nearly every aspect of marketing. I’m proud to have contributed innovative ideas that not only impacted our team’s success but also influenced industry trends.

### *Creative Supervisor: July 2023 - Present*

As Creative Supervisor, I train and manage a senior designer, oversee project management for a team of eight, and handle all creative approvals with smooth communication and timely execution. I focus on strategic planning, cross-functional collaboration, and leading key initiatives such as nationwide events, rebranding campaigns, and marketing efforts, while staying actively involved in design and creative strategy.

- Using Asana, I lead project intake, planning, and execution for marketing and design initiatives, managing timelines, resources, and deliverables while fostering cross-departmental collaboration.
- I maintain a hands-on role in the design process, ensuring all creative work meets both aesthetic and strategic expectations.
- I manage a senior designer and oversee the direction of creative assets, ensuring high-quality output that aligns with business needs and objectives.
- I lead project management, creative execution, and internal launches for UBEO’s nationwide technology shows, contributing to increased revenue and brand awareness. Over the past nine months, the marketing team and I have successfully executed 22 events across the country, including internal events, webinars, and customer-facing training sessions, which remains a critical focus of my role.
- I collaborate with regional marketing leaders to manage the rebrand of an acquired organization with eight locations, overseeing vendor relationships, timelines, and deliverables for signage updates, fleet graphics, announcement materials, digital presence, and marketing collateral.
- I work closely with the marketing team to develop and implement strategic marketing initiatives aligned with organizational goals.

### *Lead Designer + Marketing Strategist: June 2020 - July 2023*

As Lead Designer + Marketing Strategist, I played a key role in evolving UBEO’s visual identity, tech event processes, and marketing materials. I revamped UBEO’s visual style alongside the launch of an optimized website and email templates to drive traffic, higher engagement and inbound leads. I also contributed to the design and launch of UBEO’s new intranet, improving the adoption of company news and content.

- I partnered with marketing to enhance UBEO’s website with a focus on conversion and inbound lead generation, resulting in a polished, sales-ready site with increased traffic and lead flow.
- I developed an updated visual style and applied it across key marketing collateral, both print and digital, ensuring brand consistency.
- I collaborated with the Director of Marketing to create UBEO’s new SharePoint intranet, improving content accessibility and enhancing security through secure domain access.
- I designed and optimized email modules, leading to higher engagement and open rates.
- I created annual “event kits” and a streamlined planning strategy to improve the efficiency and consistency of event marketing efforts.

- I led and managed nationwide events across 20+ branches, ensuring seamless execution and impactful outcomes.
- I delivered educational presentations to customers and prospects and presented at internal asset launches with a focus on team engagement and adoption.
- I managed rebranding initiatives for newly acquired companies, including redesigning collateral, interior/exterior signage, and fleet graphics.

#### *Designer + Brand Strategist: June 2017 - June 2020*

As Designer + Brand Strategist, I delivered impactful visual assets while maintaining brand consistency across all touch-points. Collaborating with executive, marketing, and sales teams, I developed creative solutions to align marketing and sales efforts, support organizational goals, and drive engagement across internal and external audiences.

- I updated and built website pages to support evolving marketing goals.
- I designed and produced print assets for internal and external audiences.
- I created and posted social media content.
- I facilitated design updates for newly acquired companies.
- I developed creative concepts and visual campaigns to support marketing initiatives such as "The New Normal" campaign during the pandemic.
- I supported sales with tailored print and digital resources.

#### *Design Intern February 2017 - June 2017*

As a Design Intern, I worked closely with the director of marketing to drive the comprehensive organizational transition from DOCUmentation to UBEO, ensuring brand cohesion across all platforms.

- I assisted in the execution of a unified, impactful visual strategy.
- I redesigned print collateral and digital assets to reflect the new brand identity.
- I managed and fulfilled internal print collateral orders.
- I quickly mastered new tools and processes to stay ahead in a dynamic work environment.

### **Skill Sets:**

#### *Technical, Design & Creative Tools*

**Adobe Creative Suite:** Proficient in InDesign, Illustrator and Photoshop; Experienced in Premiere and AfterEffects

**SharePoint:** Designed and launched company intranet with departmental mega-menu restructuring through cross-team collaboration

**HubSpot:** Skilled in marketing automation, email campaigns, landing pages, CMS, HubDB, and workflow creation

#### *Project Management & Collaboration*

**Asana:** Proficient in project tracking, team communication, and reporting

**Vendor Management:** Skilled in sourcing and managing relationships with vendors for print, signage, vehicle branding, and marketing support agencies

**Strategic Planning:** Leading large-scale projects and rebranding efforts with a focus on timely execution and effective resource management

**Collaboration:** Effective communicator, working with executives, sales teams, and cross-departmental teams to drive collaboration and alignment toward company goals and initiatives.

**Strong presentation skills:** Experienced in leading webinars, client-facing presentations and internal event launches.

**Exceptional organizational skills:** Effective in process documentation, team coordination, and managing multiple projects simultaneously

#### *UX/UI & Analytics*

**Design & UX/UI:** Experienced in website and email UX/UI enhancements based on user behavior, and analytics, with a focus on improving user experience

**Analytics & Insights:** Analyzing email campaign performance, website traffic, and video engagement metrics to drive strategic decisions and continuous improvement

