



# SUMMER GALVEZ

MARKETING & COMMUNICATIONS LEADER

With over two decades of marketing, communications, and web development experience, I've successfully crafted narratives and content that resonate deeply with diverse audiences. My adeptness in translating complex business objectives into compelling messaging has consistently driven remarkable results. Possessing an expansive portfolio, my expertise has found a home in sectors ranging from technology to creative agencies, delivering messages that make a difference.

## Contact

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## Expertise

- Executive & Internal Communications
- Stakeholder Management
- Marketing Strategy
- Website Design
- Branding & Design
- Copywriting & Editing
- Content Development
- Public Relations & Media
- Social Media
- Project Management  
*(PMP Certification scheduled for Spring 2024)*
- HTML5, XHTML, CSS, PHP, MySQL, JavaScript, XML, Bootstrap, Wordpress, Adobe, Canva, Jira, SharePoint, Microsoft, Slack

## Portfolio

[sgca.co](http://sgca.co)

## Education

1999-2001  
**Business Administration**  
Clark Atlanta University - Atlanta, GA

1995-1999  
**Honors Studies**  
DeSoto High School - DeSoto, TX

## Experience

Owner 2009-Present

### SG Creative Agency - Dallas, TX

Directs the deployment of sophisticated multi-channel marketing and communications initiatives, streamlining campaign analysis and refinement. My role encompasses converting business goals into strategic marketing actions and supervising the creation of brand-aligned content for digital channels and websites. I cultivate strategic media partnerships, manage event logistics, and lead brand messaging efforts. Additionally, I conduct thorough audits to enhance communications strategies and oversee the development of creative assets, including video content.

Executive & Internal Communications Manager 2021 - 2023

### Dell Technologies - Austin, TX

As a member of the Client Product Group (CPG) leadership team, I developed and executed a comprehensive communication strategy for the CPG President, enhancing engagement across 3,500 global team members to achieve alignment and adoption of the annual strategy cascade. My role involved translating business strategies into effective 360-degree communications plans and presentations, internally promoting product launches, drafting keynotes, scripts and talk tracks, managing organization-wide correspondence, and leading both internal and external initiatives including town halls, all-hands, ERG talks and executive/partner panels. I also collaborated on organizational updates, moderated events, and contributed to major cross-functional projects, leveraging SharePoint, Poppulo, social media and other platforms to maximize reach and impact.

UI Web Designer 2016 - 2018

### Mouser Electronics - Mansfield, TX

Engineered user-focused e-commerce platforms, leveraging customer interaction data to refine the user experience. My work involved crafting wireframes, mockups, and detailed documentation to delineate interface components, user interactions, and design aesthetics.

Marketing Manager 2008 - 2009

### Southwest Federal Credit Union - Plano, TX

Supported the Vice President of Marketing with a major rebranding initiative and routine marketing deliverables, served as Assistant Director for the annual conference, and crafted presentations and visual materials for leadership meetings. Additionally, I designed web landing pages for various internal marketing projects.

Senior Marketing Document Specialist 2006 - 2008

### Lockton Companies - Dallas, TX

Crafted polished communications for executive leadership, ranging from RFP responses and proposals to PowerPoint presentations for key meetings and events. I also generated internal business memoranda, emails, and materials in collaboration with top executives. My responsibilities included approving final versions of outgoing proposals and documents, ensuring they met strict branding standards.