



Samuel Tamez

Senior Creative & Brand Communications Leader

Summary

Senior-level Creative & Brand Communications Leader with 13+ years of experience across global marketing, creative direction, customer storytelling, and cross-functional enablement. Strong background in visual strategy, brand execution, content systems, and executive communication. Proven ability to translate global brand frameworks into high-impact local execution, guide creative teams, and deliver scalable workflows that elevate quality, consistency, and storytelling across campaigns and GTM initiatives.

Epicor Software

A global software company providing ERP solutions for manufacturing, distribution, retail, and services.

Global Brand | Customer References Specialist (Senior Creative Scope)

Mar 2021 – Present | Monterrey, MX

Strategic Responsibilities

- Lead creative narrative direction for global customer stories, ensuring alignment with brand standards and strategic themes (AI, cloud, modernization).
- Translate global messaging frameworks into high-impact visual and written executions for campaigns, events, and GTM initiatives.
- Provide strategic creative support for flagship events (Insights, Customer Awards), including speaker preparation, content packaging, and executive-level presentation refinement.

Operational Leadership

- Manage end-to-end customer story pipelines: intake, narrative development, stakeholder coordination, and multi-platform publication (Optimizely CMS, Highspot).
- Maintain structured tagging systems, content matrices, and asset libraries to improve discoverability and operational efficiency.
- Collaborate with internal and external creative partners to ensure quality, consistency, and narrative alignment.

Key Achievements

- Improved global content discoverability through standardized workflows and consistent publication across platforms.
- Strengthened cross-functional alignment through predictable intake, review, and publication processes.
- Enhanced narrative consistency by integrating strategic themes into customer stories used across campaigns and events.

Global Brand | Principal Graphic Designer & Senior Project Manager

2010 – 2020 | Monterrey, MX

Strategic Responsibilities

- Led global creative strategy and cross-functional content initiatives supporting Marketing, Product, Sales, and Executive Leadership.
- Developed scalable content systems, asset libraries, messaging frameworks, and visual standards used across global GTM teams.
- Partnered with directors, VPs, and CMOs to refine executive-level presentations, ensuring clarity, narrative alignment, and high-impact storytelling

Operational Leadership

- Managed end-to-end production of high-visibility creative assets for campaigns, product launches, customer communications, and flagship events (Insights).
- Coordinated content packaging, speaker materials, and event deliverables for customer award programs and premium customer engagements.
- Oversaw multi-project workflows, timelines, and stakeholder alignment across global teams.

Key Achievements

- Elevated executive communication quality through refined storytelling and visual frameworks.
- Improved operational efficiency through standardized templates and scalable design processes.
- Strengthened GTM alignment by translating complex product insights into compelling visual narratives.

Skills

Creative Direction & Brand Leadership

Campaign direction · Brand consistency · Visual storytelling · Creative reviews · Team guidance · Executive presentation refinement.

Content Strategy & Operations

Content matrices · Tagging systems · Asset libraries · CMS publishing (Optimizely) · Highspot enablement.

Cross-Functional Collaboration

Sales · Product Marketing · Customer Success · Brand · Executive stakeholders.

Project & Workflow Leadership

End-to-end content lifecycle · Multi-project coordination · Process standardization · Quality oversight.

Tools & Platforms

Microsoft Copilot (custom AI agents for copy refinement, narrative curation, and legal alignment) · Optimizely CMS · Highspot · Wrike · Bynder · Adobe Creative Suite · Microsoft 365.

Education

MBA in Marketing and International Trade

EGAI — Graduate School of Management and Industrial Engineering, Universidad Autónoma de Nuevo León (UANL), Monterrey, Mexico.

Bachelor's Degree in Graphic Design

Visual Arts School, Universidad Autónoma de Nuevo León (UANL), Monterrey, Mexico.