

RICARDO HUERECA

ARCHITECT & DESIGNER
PROJECT MANAGER
MARKETER *

Entrepreneurial marketing leader with a proven track record of propelling brands to prominence through strategic marketing and innovative campaigns. Specializing in driving millions of views across platforms, my expertise spans creating viral content, branding, website design, and orchestrating memorable live events. My experience includes successfully launching and marketing multiple Dave's Hot Chicken stores in Houston, leveraging high-profile collaborations with local sports celebrities to maximize brand exposure. Committed to blending creative tactics with business savvy, I excel at building and nurturing brands to achieve market leadership and foster deep customer engagement.

EDUCATION

TEXAS A&M UNIVERSITY '20 - '24

BACHELOR OF SCIENCE :
GLOBAL ARTS, DESIGN, PLANNING, AND
CONSTRUCTION

MINORS: Business / Marketing

SKILLS & EXPERTISE

CREATIVE SUITE

CANVA

EXCEL

GOOGLE ANALYTICS

DIGITAL MARKETING

SPANISH : FLUENT

MICROSOFT PROJECT



WORK & EXPERIENCE

DAVES HOT CHICKEN
MARKETING & PROJECT
MANAGER '22 - '24

Led a number of groundbreaking campaigns for the Houston market featuring collaborations with celebrities like Drake and local big athletes driving significant brand growth. Developed viral social media strategies and innovative menu items that have become franchise favorites, setting new industry standards for creativity and marketing.

DAYZERO ENTERTAINMENT LLC
CREATIVE DIRECTOR '22 - '24

Created high-impact campaigns for global brands. Recognized for blending innovative design with strategic marketing to elevate brand presence and engage audiences. Required a deep understanding of budget management, effective communication, and collaborative team leadership. Skilled in navigating the complexities of office dynamics to foster an environment of creativity and efficiency.

CONTACT

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