

GEORGE WALTERS

DETAILS

ADDRESS

4743 Bending Grove
San Antonio
United States

PHONE

5622069068

EMAIL

geddiejr@gmail.com

LINKS

www.gewjr.com

SKILLS

LEADERSHIP

CODING

ADOBE CREATIVE SUITE

MICROSOFT OFFICE

GOOGLE ANALYTICS

UI/UX DESIGN

SOCIAL MEDIA

WORDPRESS

WEBFLOW

PROFILE

Creative leader with over 20 years of experience delivering high-impact, multi-platform creative solutions in both corporate and entrepreneurial environments. Proven track record of managing creative teams, elevating brand identity, and developing innovative content strategies that align with business objectives. As Web Manager for Cavender Auto Group, I oversee the health and creative output of 8 dealership websites and 8 auxiliary brand sites, producing cross-channel campaigns that drive engagement and results. Passionate about storytelling, brand consistency, and operational excellence. Seeking to bring this energy and experience to the Creative Services Manager role at Marathon Petroleum—a company with deep personal and professional significance.

EMPLOYMENT HISTORY

WEB & CREATIVE MANAGER, CAVENDER AUTO GROUP

San Antonio

Dec 2017 — Present

- Lead creative vision and execution across 8 dealership websites and 8 auxiliary brand platforms, ensuring all materials reflect brand values, tone, and visual identity with consistency.
- Manage intake, prioritization, and scheduling of all creative projects—print, digital, paid media, and internal campaigns—ensuring on-time delivery while balancing multiple stakeholders.
- Direct creative strategy and storytelling for email, web, social, and in-store assets—developing compelling briefs that align with business objectives and resonate with diverse audiences.
- Collaborate with external vendors and freelancers, including photographers, designers, and video partners, providing art direction and maintaining brand consistency across outsourced projects.
- Develop and enforce brand standards for internal teams and vendors, reinforcing guidelines for logos, typography, messaging, and overall creative tone across all platforms.
- Implement efficient creative workflows, introducing tools like Webflow, Duda, Google Workspace, and Adobe Creative Suite to streamline production and increase output without sacrificing quality.

.BUBBLE & ADALO

DIGITAL TYPOGRAPHY

PROBLEM SOLVING

TIME MANAGEMENT

COMMUNICATION

ADAPTABILITY

STORYTELLING

EMOTIONAL INTELLIGENCE

- Track creative KPIs including project delivery times, digital engagement metrics, and campaign performance, using insights to iterate on strategy and improve results.
- Champion continuous improvement, researching new trends, technologies, and creative tools to keep campaigns fresh, relevant, and innovative in a fast-paced digital landscape.
- Support cross-functional initiatives, including internal communications and community-focused campaigns, acting as a creative partner to senior leadership and dealership GMs.

CREATIVE DESIGNER, HOUSE OF WALTERS

San Antonio

Dec 2010 — Present

- Lead a family-owned, multidisciplinary creative collective specializing in brand development, content strategy, and visual storytelling across print and digital platforms.
- Oversee creative strategy and execution for internal brands and external clients, with a focus on authenticity, community impact, and design excellence.
- Design and launch custom websites and e-commerce solutions, integrating strong user experience principles with visual identity systems.
- Provide strategic consulting and mentorship to freelance creatives, fostering growth and collaboration within the creative network.
- Manage print fulfillment operations, quality control, and vendor relations to ensure consistency and excellence in all physical collateral.
- Champion innovation while maintaining a strong family-driven ethos rooted in creativity, culture, and legacy-building.

LOGISTICS DRIVER TRAINER, ALL COUNTIES COURIER

Santa Ana

Jan 2017 — May 2017

- Developed and implemented a comprehensive driver training program to improve efficiency, safety, and on-time delivery metrics across Southern California operations.
- Trained and mentored all incoming drivers, improving logistics coordination and route performance.
- Conducted performance evaluations and implemented best practices for productivity and compliance.
- Led safety meetings, managed accident investigations, and maintained all regulatory documentation to ensure full operational compliance.

LOGISTICS MANAGER, EXPAK LOGISTICS

Los Angeles

Feb 2016 — Sep 2016

- Led a high-performance logistics team supporting Amazon operations across Southern California.
- Oversaw daily operations for last-mile delivery, managing scheduling, route optimization, and safety compliance.
- Recognized as the top-performing Amazon delivery partner in Southern California for production and delivery standards.

- Collaborated with Amazon logistics personnel to ensure excellence in execution and adherence to performance benchmarks.
- Designed and maintained internal paperwork systems, driver logs, performance trackers, and compliance forms using creative and visual design skills to enhance clarity, usability, and training effectiveness.

AMAZON OPERATIONS MANAGER, BAGS INC

Long Beach

Feb 2011 — Sep 2015

- Promoted from wheelchair associate to logistics manager during company expansion into Amazon delivery.
- Directed a team of over 60 drivers across Los Angeles and Orange County, maintaining the highest delivery performance in the region.
- Managed scheduling, route planning, fleet readiness, and compliance documentation for multiple delivery zones.
- Recognized for outstanding operational leadership and awarded Employee of the Year in 2014.
- Applied graphic design expertise to improve internal communication materials, performance dashboards, route instructions, and documentation processes, contributing to higher efficiency and team understanding.

EDUCATION

ASSOCIATE OF SCIENCE, Brooks College

Long Beach

Oct 2001 — Mar 2003

Completed a rigorous, portfolio-driven program focused on visual communication, branding, typography, and digital production. Gained foundational and advanced skills in design software, layout systems, and client presentation—setting the stage for a 20+ year career in creative leadership and cross-platform storytelling.

REFERENCES

Ashley Jackson

Marathon Petroleum

aljackson@marathonpetroleum.com

562-305-6493

Tuscan Butardo

Torrance Memorial Medical Center

tuscan.butardo@tmmc.com

562-355-4200