

Job Title: Creative Advertising Designer

Job Description: Design advertising, marketing and communications concepts using text, still images and video, including simple animation by choosing photos, colors, typography and layout for communications materials.

Create advertising, promotional and informational materials including website pages, logos, brochures, newspaper ad inserts, signs, point-of-sale materials, advertising videos, editorials,

advertisements, and social media posts used on Facebook, the supermercado El Rancho website, and other websites in order to appeal to customers with a unified brand image to increase customer engagement.

Design fixture layouts for new store locations and store remodel expansions.

Participate in the design, and deployment of market research surveys to identify customer preferences and responses to existing advertisements and products. Research the brands that Mexico Foods, LLC carries, profile the customers and potential customers of each brand, create psychographic profiles, and research ways to use images, text and video to create abstract brand concepts and to associate them specifically with Supermercado El Rancho in Spanish for particular audiences. Alter images in order to evoke a specific style or emotion tailored to the target audience that convey the brand's message.

Create guidelines for how logos and other branding materials should be displayed and used. Maintain an archive of images, photos and video and provide a collection summary including for standardized brand and advertising images.

Use software including Adobe Illustrator and Capture One software to create images, organize files for regular photoshoots and adjust the brightness, saturation and many other aspects of digital photography for e commerce photoshoots with an eye to maintaining a unified aesthetic work with the design team to develop artwork that follows current trends in the Spanish-speaking community in Texas.

Minimum Qualifications: Bachelor's degree in graphic design, fine arts, or a related field and one year of experience.

Job Location: Odessa, Texas

We welcome qualified candidates to submit their resumes for consideration to [m.rodriquez@elranchoinc.com](mailto:m.rodriquez@elranchoinc.com).