

# Marcus Ortega

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## **MFA/BFA EXECUTIVE DIRECTOR**

*20+ years of experience of creative direction, content marketing, brand development and communications strategies*

## **Education**

### **B.F.A. - GRAPHIC & INTERACTIVE COMMUNICATIONS**

Ringling College of Art & Design  
Sarasota, Florida

### **M.F.A. - COMPUTER ART COMMUNICATIONS**

Savannah College of Art & Design  
Savannah, Georgia

## **Current Responsibilities**

Currently as Executive Director for Miami-Dade County Public Schools, School Choice & Parental Options, my current duties include but are not limited to, initiating, planning, organizing, administering, and supervising all activities and functions which are essential to the operation of a responsive and effective brand development and School Choice marketing plan. I am responsible for the planning, organization, and implementation of special projects; the production of school system publications; and the projection of a favorable image of Miami-Dade County Public Schools (M-DCPS) to the news media and the public.

## **Experience**

### **M-DCPS, SCHOOL CHOICE & PARENTAL OPTIONS - MIAMI, FLORIDA 2017-PRESENT | EXECUTIVE DIRECTOR**

- Oversee the community outreach and development of various school choice programs. My duties include the supervision and direction of staff to meet District initiatives within given timelines and budgets. In 2017 M-DCPS was awarded a \$15 million grant to develop various Magnet programs in three school sites. As an additional task, I work on the administrative team overseeing and implementing the grant.

### **M-DCPS, SCHOOL CHOICE & PARENTAL OPTIONS - MIAMI, FLORIDA 2007-2017 | DIRECTOR**

- A series of aggressive marketing strategies have catapulted Miami-Dade County Public Schools' Choice Programs to unprecedented growth. My challenge was to meet the expectations of the school district's desire to advertise and promote the numerous new and existing programs. As a result of calculated and strategic planning, M-DCPS witnessed continued growth and expansion of its Choice Programs.

**CONDOTTE AMERICA - USA OFFICES - MIAMI, FLORIDA  
2013-2014 | MARKETING CONSULTANT**

- Tasked with the opportunity of assisting regional business development, I designed and produced a detailed publication showcasing all the company's infrastructure operations which was used to generate new business for the international firm.

**MERRICK TOWLE COMMUNICATIONS - BELTSVILLE, MARYLAND  
2005-2007 | SENIOR ART DIRECTOR**

- I was responsible for managing staff and the daily work activities of brand management and for setting the overall creative direction of projects for housing design/build clients such as Kettler, Beazer Homes, DR Horton, and Myerton.

**THE AD STUDIO - MIAMI, FLORIDA  
2002-2005 | ART DIRECTOR**

- Developed a broad range of marketing materials for large national and international brands such as Cendant Hotels, Ramada, Bacardi, and Sol Melia. The distinctive marketing direction and careful targeted strategies led to desired growth among these clients.

*\*\*2000-2002 Pursued my MFA in Savannah, Georgia\*\**

**M-DCPS, DIVISION OF LIFE SKILLS - MIAMI, FLORIDA  
1998-2000 | ART DIRECTOR**

- Numerous M-DCPS sponsored events, such as exhibitions, performances, and community oriented events were developed and implemented by my team. Instrumental in launching nationally recognized and award winning projects. Providing all communications resources for a division overseeing a \$10 million annual budget for the visual and performing arts programs and other elective subjects.

**M-DCPS, DIVISION OF LIFE SKILLS - MIAMI, FLORIDA  
1996-1998 | SENIOR DESIGNER**

- Rolled out a full marketing and branding campaign for the designer software products of Canvas 5.0 and 6.0, as well as Deneba Cad 4.0. These products were launched to compete head-to-head with the rival products being developed by Adobe. The launch was successful and has been the preferred software by many large corporate clients.

**Engagement Driven Accomplishments:**

**Serving the stakeholders**

1. Ground-breaking collaboration agreement with Cambridge International Examinations, part of the University of Cambridge in the United Kingdom; the first major school district in the United States to build such a relationship
2. Development of the presentation of District materials for the prestigious Broad Prize of Education Award which was awarded to M-DCPS
3. Centralization and branding of all School Choice educational programs for effective and efficient community outreach

4. Introduction and rollout of the innovative, high-technology iPrep Academies at 13 M-DCPS schools. This endeavor required a new approach of 'franchising' the successful initial iPrep Academy model built at the School Board Administration Building
5. Record-breaking 302 Magnet Schools of America Merit Awards in 8 years; the highest-ranking school district for 8 years in a row
6. Extensive media relations with all major media outlets to promote Choice programs through online, television, radio and print channels
7. Successful hosting of the 34<sup>th</sup> annual Magnet Schools of America conference of over 1,500 educators from all over the United States

## **Sustainability Driven Accomplishments:**

### **Focused on long-term goals**

1. Recipient of \$27.5 million dollars in grants to be utilized for the development, recruitment and operations of educational Magnet programs at 5 school sites
2. Managing Over 380 Magnet Programs, Over 295 Career Academies, Over 190 Charter Schools and Numerous Other Choice Options
3. Grown School Choice enrollment from 144,080 in the 2012-2013 school year to 240,487 in the 2018-2019 school year. An increase of 96,407 more students enrolled in School Choice programs in just six years
4. Recruitment and marketing training offered on an annual basis to 113 schools as an on-going effort to provide school principals and lead teachers effective and best practices as well as assisting in the planning of unique marketing campaigns for recruitment and retention
5. Sustained growth of student applications for 11 years in a row; a process of calculated growth which started with 27,000 applications in 2007 and has exceeded 87,000 applications in the current year
6. On-going annual presentation the superintendent's M-DCPS initiatives and new product rollout for the upcoming school year

## **Results Driven Accomplishments:**

### **Using feedback to achieve results**

1. Consistent growth of FTE dollars acquired through successful recruitment and enrollment of charter school and out of county students. The 2019-2020 application drew 3391 charter school and 569 out of county students for potential FTE revenue of \$29,742,253
2. Streamlining of procedures and systems for more effective and accurate reporting of the Magnet application process beginning with centralization of the Magnet application system in 2006, development of the on-line application system in 2008 and integrated marketing in 2010
3. Formulation, development and oversight of the MGI (Minority Isolation Group), a program developed to increase the socio-economic diversity of Magnet programs across identified schools with the intention increasing targeted outreach to underserved areas, thus providing the necessary means to promote enrollment of the identified target groups
4. Design and production of the M-DCPS "opening of schools" ceremony used to set the tone of the superintendent's address to all school principals and district administration
5. Increased student achievement in FSA English/Language Arts and Mathematics scores at every grade level when compared to non-Magnet students

## Implementation Driven Accomplishments:

### Development of programs and practices

1. Development of the VPREP Brand of Virtual-Based Education District-Wide
2. Marketing and launch of the first-ever District-Managed Charter Schools
3. Development and presentation of marketing materials for the International Student Academy targeted to international students seeking to attend M-DCPS
4. Development and implementation of a District-wide initiative named, S.T.A.R.S. (School Targeted Assistive Recruitment System). S.T.A.R.S. is an on-line tool designed to assist schools identify student groups that may be underserved, and provide a process for target marketing to those groups for greater participation in the magnet application process
5. Design and production of recruitment collateral for all new Magnet programs consisting of a school brochure, retractable display banner and direct-mailer postcards
6. Launch and Recruitment through marketing of 385 new school choice programs since the 2010-2011 school year
7. Marketing and rollout launch of Miami's first-ever eco-conscience school, TERRA Environmental Research Institute

### Results Matter

- Since the 2005-2006 school year Marcus Ortega has initiated aggressive marketing strategies leading to a 412% increase in Magnet applications taking the enrollment of Magnet students in Miami-Dade from 31,761 to 72,194 in the 2019-2020 school year.
- I have overseen the marketing and brand development of over 388 new educational programs, as well as marketing an additional 31 schools added since 2007.
- Through targeted marketing and aggressive recruitment strategies, M-DCPS currently has 72,194 (20.6% of the total student population) students enrolled in Magnet Programs.
- Since being hired at M-DCPS, Magnet applications received totaled 17,000. Within the first year of implementing my marketing plan, applications received doubled to 34,000.
- Magnet applications received in 2018-2019 reached a total of 87,000. Applications have increased EVERY year by a minimum of 8% growth since 2007.
- For the 8th year in a row, M-DCPS is the #1 District in the country with regards to having the highest number of Merit awards. In 2019, 56 schools in Miami-Dade County were recognized as a Magnet School of Merit (totaling 302 awards in just 8 years). No other school district has ever received this number of awards within a single school year.

### By the Numbers

- 412% Increase in Applications Since the 2005-2006 School Year
- Brand Development for 161 programs
- \$30 Million Dollar Budget
- Target Audience of 3 Million
- Minimum 8% Growth EVERY Year
- Enrollment Base of 72,194 Students

## Skills

- Email Marketing
- Budget Management
- Marketing Analysis
- CMS Development
- XHTML/HTML
- Adobe Suite
- Microsoft Suite
- Public Speaking
- Bilingual (Eng/Span)
- Web Analytics
- Video Editing
- Photography
- Typography
- Print Production
- Management
- Sound Design
- Goal Oriented
- Motion Graphics
- Event Marketing
- Partner Development

## Expertise

- Advanced knowledge of art direction and management/supervision based from both the hands-on technical side as well as the client need-based side
- Specialized in concept development and the ability to generate comprehensive strategies
- Expert in effectively generating targeted and innovative monetization strategies
- Commanding understanding of brand development, brand equity growth and brand centered sales tactics
- Over 20 self-motivated years of accomplished and compelling design tailored for specific market requirements
- Results oriented business development and communications
- Clear understanding of public relations, communications and government-relations within our expanding global environment
- Capable of exerting clear and concise information whether written or spoken in both English and Spanish