



Alex Serrano Resume

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Alex Serrano Resume

CEO Founder & Creative Director at Form & Image

2009 To Present

In 2009, I decided to create my own company for Graphic Design & Marketing. I personally contacted, enlightened and closed an average of 50 clients per year in the 5 years I have been operating as Form & Image. Current website is: Formandimage.com

Sales Associate

ARC Paper LLC

2009 to 2010

Did sales of paper to scrap bookers and general businesses. Had to do customer service, sales and organization and marketing.

Manager of a Paper Store

ARC Paper LLC

2007 to 2009

While doing sales at the prior company, I was approached by a friend who wanted to start a store. I accepted the job, helped build the store from scratch at the lobby of the company and by myself and one assistant got all the furniture done, did selling and managed the store as well. I was also in charged of hiring personnel. During this time I did different marketing campaigns to bring public to the store, including warehouse sales, raffles and a huge campaign where teachers were contacted to give them some free paper, which bought the number of new clients to a high range.

Direct Sales

Ultimate Creations, LV. NV.

2005 to 2007

I did sales cart at a Mall Kiosk, A friend of mine offered me a sales opportunity in Las Vegas at the Aladdin Mall. I liked the interaction with the public directly and toward the end I was making over \$1,000.00 in sales. This experience helped me develop human relations and the art of selling.



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PRIOR WORK EXPERIENCE ON GRAPHIC AND DRAFTING & MARKETING

Graphic, Product, Interior Design Church of Scientology FLAG 2003 to 2005

Here I did interior design as well as renderings for the main building of the Church. I also assisted in detail design and renderings for other churches around the world.

Carpentry and Construction Church of Scientology, FLAG 1996 to 2003

Here I worked in the construction industry to learn the basics on how to construct. I did learn the basics on construction that I would later use for interior design and for architectural planning

Interior Design, Architectural Design Church of Scientology FLAG 1990 to 1996

Did Interior and graphic design and also I would supervise the execution of the interior design in the buildings. I got to design special furniture and special signage different buildings through the time I was there.

Draftsman and Detail Designer Church of Scientology LA 1989 to 1990

I was a detail draftsman for Interior and exterior Interior and graphic design and also I would supervise the execution of the interior design in the buildings. I got to design special furniture and special signage different buildings through the time I was there.

Design Draftsman Church of Scientology UK 1988 to 1989

I was a detail draftsman for Interior and exterior design and also I run the drafting department during this time , there was a tremendous amount of detail to get the Castle in the South England renovated



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Detail Designer and Draftsman Church of Scientology LA 1987 to 1988

I was a detail draftsman for Interior and exterior Interior I also did graphic design work and assisted on different projects to get buildings upgraded.

Architectural & Interior

Detail Design and draftsman Church of Scientology Gold 1983 to 1987

I was a detail draftsman for Interior and exterior Interior and graphic design and also I would supervise the execution of the interior design in the buildings. I got to design special furniture and special signage different buildings through the time I was there.

Marketing Director Cultural Assoc. of Iberoamerica, Mex. 1979 to 1983

I was the principal designer in the graphic department. I did the promo and was the liaison to the printer as well. I also gave lectures on personal efficiency and communication.

Graphic and Furniture Designer Social Work Institute, Mexico City 1977 to 1979

I was the head furniture designer in this institution. All the furniture for a complete hospital was developed, designed and planned.

Freelance Graphic Designer Own practice, Mexico City 1975 to 1977

I enjoyed doing graphic design, and industrial design for several customers I did company brochures and company promotion for a laboratory.



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Graphic Designer

Calen, Mexico City

1974 to 1975

I opened my first graphic design agency with a couple of friends and started to practice product and graphic design

Advanced Education

Professional Student Course	C of S	2015
Organizational Skills	C of S Clearwater Florida	2003
Marketing for Businesses	C Of S Clearwater Florida	1981
Human Resources	ITD	1976
Communications Skill	ITD	1976

Industrial Design/Graphics

Universidad Ibero Americana,
Mexico City

1970 to 1974

BASIC EDUCATION

High School	Colegio Tepeyac, Mexico City	1965 to 1970
Grammar School	Colegio Tepeyac, Mexico City	1958 to 1965



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About Alex Serrano

Originally from Mexico City, Alex Serrano graduated college in 1974 as an Industrial Designer. Since then, he has had the opportunity to work in the fields of graphic design, architecture, interior design and has developed projects from beginning to end to a rave result.

His main commitment as a designer is to get each project to the point where it can communicate to the public it is intended for. Promotion that creates want is his objective.

He established himself in the United States since 1983 and has since been working in all the above mentioned fields. Very soon there will be other websites reflecting his talents as an artist and craftsman.

His main concern with Form & Image is to help business entrepreneurs expand their businesses by effective promotion using design and marketing tools - skills that Alex has acquired through his long design career.

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Furniture Design

I graduated the university in Mexico as a Product Designer (Industrial Design) I did a large number of projects. Unfortunately I don't have records of all the product produced. The tables is just a sample of the design I did.



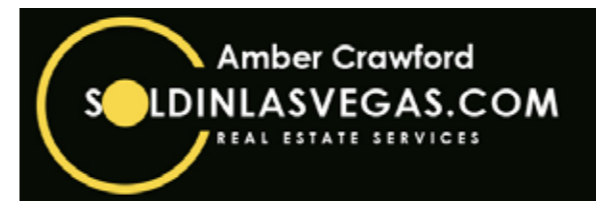


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Logos

I has been doing Graphic Design since 1974. The samples shown here is the work done since I started Form & Image. Some of these logos have been designed after having done surveys to find out what is on my clients mind. This way, the logos have been more success full

For more logos please visit www.formandimage.com





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Logos





Alex Serrano Resume

Marketing Newsletters



I have been doing Newsletters for some of my companies and have helped them increase their revenue. An example is Century Electric. This company suffered after the economical downfall in the late 2000's

The owner of the company contacted me and requested a marketing campaign that would help promote the company. We did that and the company's revenue increased 40% in the following couple of years.

There are many other companies I have done this for with a similar result.



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Branding



The owner of JD's Tax contacted me to do his logo, Surveys were done to find out what was the main difficulty people were having with taxes, The check mark was a result of the survey. It implies that people need to know that their taxes are done the right way.



Eloisas is a Pastries and Catering company. Surveys were done to find out where in the world can you find the best pastries, the result was France and Italy. That is why the design has this classic French look.

The above two samples are only some of the logos that were done this way



Alex Serrano Resume

From the years 1983 to 2005 I was part of the many projects done internationally for the Church of Scientology including:

GOLDEN ERA PRODUCTIONS

Interior detail design for studio facilities

SAINT HILL CASTLE IN ENGLAND

Interior design and details for a Restoration of a Castle located in Eastgrinstead England.

PACIFICA BASE IN LOS ANGELES CALIFORNIA

Detail design for remodeling

FLAG LAND BASE IN CLEARWATER FLORIDA

Detail design for the following properties:

Fort Harrison Hotel

Sandcastle Hotel

The Yachtsman

The Mariner

The Tradewinds

The Clearwater Building

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Model Making

A small sample of the work I am able to manually do. This was a sign requested for a radio show that was being presented at my church.

Unfortunately I did not keep record of the samples I did of my earlier work.





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Illustrations



Left: The rendering of an aquarium for a school project I got with the manufacturer and got all the details in order to be able to do the drawing. The manufacturer was presenting this to the school board.

Bottom: One of the Churches in Tampa Florida, I did the drawings for the presentation to get the approval to build it.





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Illustrations

Renata McDonald, Business Consultant, requested a full presentation for her Business Analysis. Once the different details were given, I drew the 28 different scenarios.

To see the entire presentation, please click on this link:

<http://www.mybusinessconsultants.net/business-intelligence-metrics-analysis/>



But things have not gone great lately



He is having a hard time meeting payroll



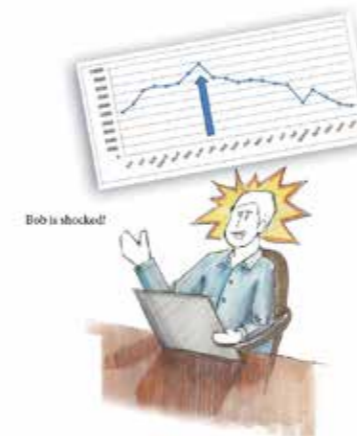
Bob is getting frantic!



...But his long term sales person and his receptionist

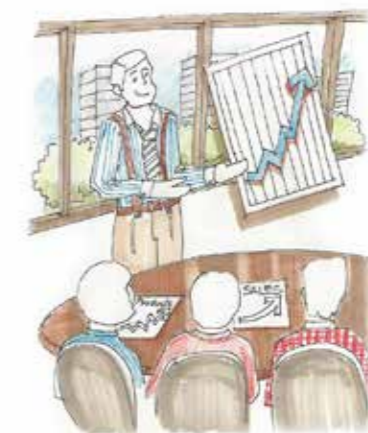


But his business, IN REALITY, has been on a downward for the past 12 months



Bob is shocked!

This is Bob now - after MBC came to his business rescue!!





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Organizational Training

Course in Communication

Course in the Secret of Efficiently

Marketing

Sales seminars: Training by Grant Cardone

Human Resources: Course on Human Relationships

Sales training



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Sales History

High school:

Selling raffle tickets to neighbors in the street where I lived to get money to purchase things I wanted

1983 - 1996

Used to sell services as a side job while being a staff member of my church.

2005- 2007

Direct sales at the Old Aladdin Mall, selling Aloevera cream to the public. I averaged \$700.00 to \$ 1,000.00 in sales.

2007-2010

Store manager and Sales principal at Paper City. High end paper for scrapbooking and presentatations. I mainly manged the store.

2010 - Present

CEO and Creative Director at Form & Image. Maintaning 50 clients which I would sell design products and upgrade them to the next higher service. Average sales 45,000 plus. This included a lot of cold calling until I was able to have a more established clientele. Recently selling packages of 6,000.00 plus to clients.



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Clubs and Associations

- Sports: Las Vegas Athletic Club
- LVNetwork: Las Vegas Network marketing group. Gathering once a month on the First Thursday
- Toastmasters Group: Renaissance Speakers Las Vegas

Multilevel organizations

- Legal Shield
- Youngevity
- Visi



Alex Serrano Resume

Social Work

Foundation for a Drug Free World



The Truth About Drugs Education Package contains practical tools to educate young people about substance abuse.

No one questions the severity of the drug problem and its devastating impact on youth. Academic results suffer and, even worse, drugs undermine health and destroy young lives.

The best solution is to reach young people with effective, fact-based drug education—before they start experimenting with drugs. Teens and young adults who know the facts about drugs are much less likely to start using them.

Way to Happiness Foundation



We live in a world of increasing immorality and rising criminality. Anyone who has had to rely upon the good will and honesty of others—police, insurance companies, merchants or banks, in particular—have experienced the harm resulting from the lowering levels of morality.

The Way to Happiness was written to fill this moral vacuum in society. With the following programs, tailored kits and steps, anyone can guide others to a better quality of life and happiness.