Laurens Legarda

Bilingual Project Manager | Signage Estimator | Fabrication Sign Designer

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PROFESSIONAL SUMMARY

Bilingual English/Spanish project management and estimating professional with 10+ years of experience delivering signage projects from proposal through production and installation coordination. Expertise includes blueprint and specification review, cost development, vendor pricing, fabrication-focused design, sign-code and landlord-criteria research, and stakeholder communication. Currently applies client-acquisition, Google Ads, lead qualification, and negotiation experience in a remote independent role. Recognized for technical problem-solving, precise documentation, organized project workflows, and responsive customer service.

PROFESSIONAL EXPERIENCE

Independent Digital Marketing & Client Acquisition Specialist (Remote)

Sarasota, FL | December 1, 2025 – Present

- Manage and optimize Google Ads campaigns for SVR Cash for Junk Cars and JL&C Autos Services to increase qualified traffic, generate leads, and support revenue growth.
- Monitor campaign performance and refine advertising efforts to improve lead generation and customer acquisition.
- Receive and respond to inbound phone calls and emails from customers interested in selling junk vehicles; provide timely, professional bilingual English/Spanish support.
- Qualify leads, negotiate directly with prospective sellers to reach purchase agreements, and schedule appointments for client representatives to complete transactions.
- Use customer-service and sales-closing experience to build trust, address questions, and help convert inquiries into completed vehicle purchases.

Signage Estimator | ASI Signage Innovations

Houston, TX | August 2023 – November 2025

- Reviewed blueprints, specifications, and project requirements to define scope, material quantities, construction needs, and installation considerations.
- Prepared detailed estimates and proposals using approved spreadsheets and cost formulas; adjusted markups and issued pricing updates and change orders as required.
- Coordinated vendor and subcontractor quotations, maintained material-cost resources, and verified project costs for larger contracts.
- Collaborated with sales representatives, designers, architects, owner representatives, general contractors, production teams, and vendors throughout the estimating process.
- Applied fabrication expertise to assess manufacturability, material selection, construction methods, lighting, finishes, mounting methods, and installation requirements.
- Supported estimating and proposal development for channel letters, dimensional letters, cabinet signs, wayfinding displays, and custom fabricated sign packages.

Project Manager | Signco America

Houston, TX | January 2020 – August 2023

- Opened and managed projects in the project-management system, developed scopes of work, and maintained active jobs and sales quotes against project deadlines.
- Reviewed surveys, sign codes, landlord criteria, and brand standards to develop compliant sign proposals and practical project solutions.

- Coordinated landlord approvals, artwork revisions, graphic-team requests, manufacturer quotes, and work orders for permitting, manufacturing, and installation.
- Prepared and reviewed production-ready fabrication details for dimensional letters, cabinet signs, channel letters, vinyl applications, and branded sign packages.
- Aligned customer requirements, artwork, materials, finishes, structural needs, mounting methods, fabrication limitations, and installation conditions before release to manufacturing.

Sales Adviser – Customer Service | Baker Nissan
Houston, TX | September 2018 – December 2019

- Presented vehicle features, purchase and finance options, and dealership services; maintained customer follow-up and relationships.
- Prepared vehicles for delivery and ensured customers understood operating features and warranty information.

Sales Advisor / Team Leader / Marketing / Tech Support | La Fontaine Reception Halls
Houston, TX | July 2014 – September 2018

- Conducted customer venue tours, presented services, supported sales goals, and delivered staff training.
- Managed client databases, customer concerns, marketing promotions, social media, flyer and logo design, contracts, and payments.
- Provided on-site hardware, software, and network troubleshooting.

Scanner Operator – Manager on Duty / Team Leader | Scanwerks
Houston, TX | May 2010 – June 2014

- Processed third-party documents for major client projects while maintaining document accuracy, quality, and integrity.
- Led team operations, trained new employees, maintained equipment, managed task inventory, and completed end-of-day reports.

Computer Technician – Customer Service | Evolution Computech
Houston, TX | January 2006 – May 2010

- Installed, configured, diagnosed, and repaired computer hardware, software, operating systems, routers, switches, and network equipment.
- Resolved connectivity issues and implemented security measures including firewalls and antivirus tools.

CORE SKILLS

- Project Management & Scope Development
- Blueprint, Survey & Specification Review
- Sign Code & Landlord Criteria Interpretation
- Google Ads Campaign Management & Optimization
- Customer Service & Stakeholder Communication
- CorelDRAW, Adobe Illustrator, Photoshop & SketchUp
- Website Design & Development
- Signage Estimating & Proposal Development
- Fabrication Sign Design & Production Readiness
- Vendor Coordination & Material Sourcing
- Lead Qualification, Negotiation & Sales Closing
- Fluent English & Spanish
- Microsoft Word, Excel, PowerPoint, Outlook & Publisher
- Computer Diagnostics, Networking & OS Support

EDUCATION

HCCS, Houston, TX | 2009
Computer Science, Computer Maintenance, and Electronics courses

Colegio San Felipe Neri, Pasto, Colombia | 1996
High School Diploma, General Studies