

# ROYCE BANUELOS

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## SKILLS & ABILITIES

- 15+ years as a professional creative working in graphic design, creative direction, and marketing roles.
- Creative lead and marketing director on projects for Dallas Stars, US Department of State, The Estate of John Denver, Hilton, Tootsie Roll, and many more.

## EXPERIENCE

**Brand and Product Marketing Manager – PAL Architectural**      **July 2025 – Current**  
*Houston, TX.*

- Branding and messaging consistency across marketing material, social media, and trade shows.
- Product development, specification, and launches.
- Trade show and events coordination.

**Director of Communications – SLG Lighting**      **Nov. 2021 – July 2025**  
*Houston, TX.*

- Oversee and implement marketing campaigns working with our 30+ lighting reps and 50+ electrical distributors. Including local promotions, targeted social media advertisements, and organizing/managing events.
- Product management – Lead and build product launches for our lighting fixtures, controls products, and brands under the SLG umbrella. Including spec sheets, sales sheets, installation guides, stock guides, and more.
- Social Media Manager – Track and create social media campaigns specific to the lighting industry utilizing LinkedIn, YouTube, and Twitter.

**Production Manager – Imprint.com/Net Brands**      **Aug. 2020 – Nov. 2021**  
*Houston, TX*

- Design/layout print and digital media: Promotional items for various clients – including banners, t-shirts, stickers, yard signs, and more.
- Press and Pre-Press work: Color corrections, technical artifact issues, printing errors, driver updates, substrate alignment correction, and more.
- Quality assurance: Saved an average of \$40,000 a month on corrections/returns from the previous track record for the company.

**Marketing Director – ColoringBook.com**      **Feb. 2014 – April 2020**  
*St. Louis, MO*

- Project Lead: Children entertainment programs for Dallas Stars (NHL team), 7S Management (The Estate of John Denver), Hilton (Hilton Kids Program), US Department of State (worked directly with the Second Family), and more.
- Creative Lead: Managed a team of 4 creatives and 2 inside sales people – responsible for daily tasks, writing reports, hiring, firing, and raises.
- Sales/Account Management: Raised net profits +\$250,000/year and managed accounts for 100+ clients.

## **Utility Locator – USIC**

*Houston, TX - St. Louis, MO*

**October 2007 – Feb. 2014**

- Underground utility locator.
- Located telecommunication lines, gas lines, electrical lines, water/sewage, and private underground utilities.

## EDUCATION

### **Art Institute of Houston – Houston, TX – BFA - 2008**

- Media Arts and Animation: I studied under Simpson's Artist Michael Henderson for story boarding, writing, and 2D animation. Film/3D animation/acting under Wade West.
- Cartoon Calamity: I created an independent animation club and directed/produced shorts that were featured in the Houston Film Society (2006) and Kalamazoo International Film Festival (2007)

## SOFTWARE MASTERY

- Adobe Creative Suite, InDesign, Illustrator, Photoshop, SketchUp, Microsoft Teams, Figma, Asana, Microsoft Office, Campaign Manager/Mail Chimp, GoogleAdWords, MetaAd, Hootsuite, Salesforce, and Hubspot.

## INTEREST

- I practice Brazilian Jui Jitsu, juggle, and draw/write comics. Also have two wonderful children (watch out for the little one though!)

This was a new generation for the most popular selling pool light for the company. It was important to focus on core value props that both highlighted the new changes as well as reinforce everything great about the previous generation.

This launch also included a complete change in website presentation and the addition of templates for sales / data sheets. Setting up SOPs for future product launches.



Product render

**PAL**  
Pool Lighting

**TREOMAX+**

Pool Lighting for High-Impact Illumination

Our high-output niches light, full-LED color spectrum with an expanded light spread for better distribution.

- 400+ up to 300 of lumens
- Engineering grade high performance thermoplastics
- A95 glass for optimum heat transfer, strength, and durability
- Extreme resistance to pool chemicals

Sales sheet

Pool Lighting | **everglow** | palighting.com

Comfortable pool lighting for longer pool use and greater user satisfaction.

Our lighting features light color, adjustable brightness, 16 ready-to-use colors, 2 color fade-out color cycles, and remote dimming. Available in 2 sizes, suitable for installation in traditional and niche light fixtures for use outdoors.

**TREOMAX+**

Traditional Niches

**EcoSystem**

Intelligent pool & landscape lighting designed for 20+ years of service.

**PAL**

**PAL** | **TREOMAX PLUS SERIES**

Product Details

FEATURES

- 400+ up to 300 of lumens
- Engineering grade high performance thermoplastics
- A95 glass for optimum heat transfer, strength, and durability
- Extreme resistance to pool chemicals

TECHNICAL SPECIFICATIONS

Model	Power	Light Output	Color Temperature	Material	Dimensions	Weight
TREOMAX-100	100W	4000lm	3000K	PC	100mm x 100mm	150g
TREOMAX-200	200W	8000lm	3000K	PC	100mm x 100mm	300g
TREOMAX-300	300W	12000lm	3000K	PC	100mm x 100mm	450g

INSTALLATION & MAINTENANCE

WARRANTY

Spec sheet / data sheet

**TREOMAX+**

Experience the night life

**TREOMAX+**

The new high-output niches light, full-LED color spectrum with an expanded light spread for better distribution.

400+ up to 300 of lumens

Engineering grade high performance thermoplastics

A95 glass for optimum heat transfer, strength, and durability

Extreme resistance to pool chemicals

**FEATURES**

- 400+ up to 300 of lumens
- Engineering grade high performance thermoplastics
- A95 glass for optimum heat transfer, strength, and durability
- Extreme resistance to pool chemicals

**COLOR TOUCH**

REMOTE APP CONTROL

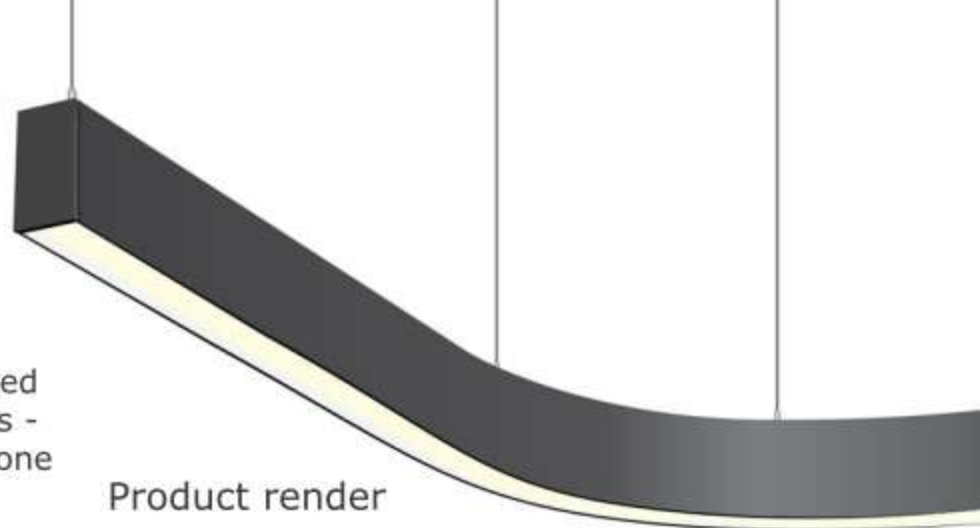
Control your lighting with your smartphone. Choose from 16 ready-to-use colors, 2 color fade-out color cycles, and remote dimming. Available in 2 sizes, suitable for installation in traditional and niche light fixtures for use outdoors.

Website - Redesign

# Product Marketing

For this product launch, the focus was to introduce new company branding, along with highlighting the many unique features in the product.

A SM campaign ran along side printed materials distributed to our partners - the modern look and feel sets the tone for future projects.



Product render



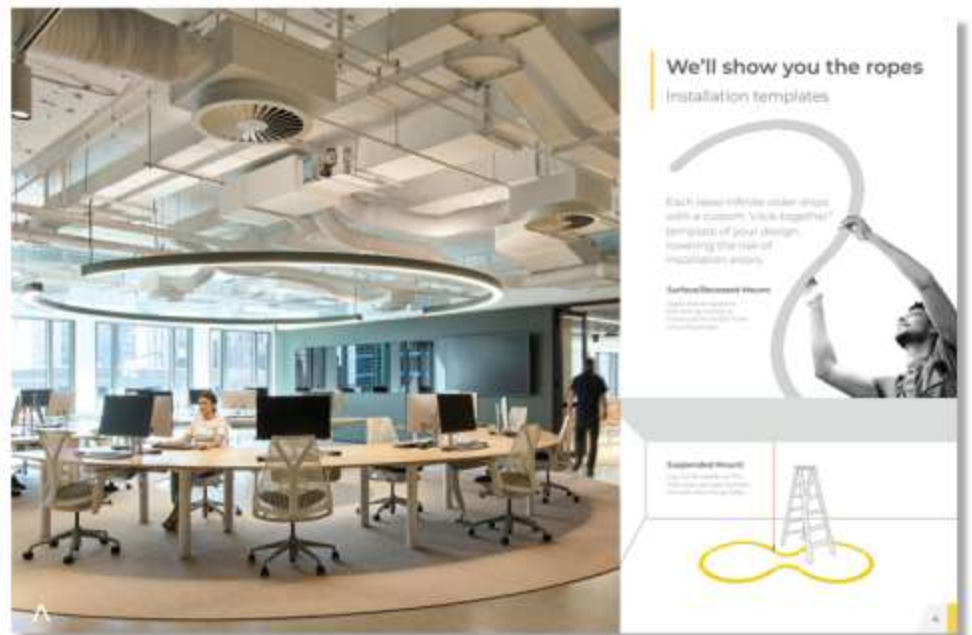
Sales sheet



Spec sheet / data sheet



Social media assets



Sales sheet

**SLG LIGHTING**

**LED LIGHTING NEW CONSTRUCTION**  
LARGE SCALE DISTRIBUTION WAREHOUSE CASE STUDY

LOCATION: HOUSTON, TX  
WAREHOUSE SIZE: 1,200,000-SQFT  
TOTAL INSTALLATION TIME: 7 WEEKS  
TOTAL ENERGY SAVINGS: 12,000,000 kWh/year

**OPPORTUNITY**

A new distribution warehouse with massive capabilities was being constructed in Houston, TX. The \$200 Million project needed an affordable, energy efficient lighting solution from a company with a proven track record of reliability and availability.

**Energy efficient lighting solution**

Proton Simco's (1,000 professional Emergency Response) professional

**SOLUTION**

LED SLG Lighting LED high bay and LED outdoor fixtures were used to provide the best lighting experience both inside and outside the facility. The expertise and quick shipping of SLG made the total project 42% faster saving on costly labor and time. Motion sensors and emergency backup batteries enhance the savings and safety of this project ensuring a maximum green return on investment.

"made the total project 42% faster"

YouTube video!

QR code

WVU (www.wvu.edu) - 62,rted

Case studies

**Downlights for EVERY ONE of your customers.**

Your customers deserve quick response, reliable products, and a warranty they can stand on - so we deliver. SLG Lighting is dedicated to offering a perfect lineup of Tier 1 quality downlights without the headaches, hassles, and long lead-times.

Models shown: DRS G3, DEP G2, DGS G1, DP G2, DSD G1, DS G2, DF G2

**SLG LIGHTING** | Your experience matters.

**LED SWIFTY DOWNLIGHT SERIES**

STOCK GUIDE

Sales sheets

**SLG LIGHTING**

**LED SELECTABLE CANOPY / PARKING GARAGE STOCK GUIDE**

**PERFORMANCE UP**  
**DE G1**  
New Gen Perlight Beam

Light Range: 600 - 5,000 Lum  
CCT Range: 2700K-5000K  
Beam Range: 7 - 60 m  
Distribution Range: 25° - 80°

**DE G1 Fixtures and Accessories**

Scan the QR code for the spec sheet

Options: 4", 6", 8", 10"

STANDARD: 5 W/ 500lm

Options: COB & SMD options, Configurable to your needs, WFL stocked

Model	Power	Beam Angle	Beam Diameter	Beam Spread	Beam Spread
DE G1-4" (5W)	5W	25°	4"	1.2m	1.2m
DE G1-6" (5W)	5W	25°	6"	1.8m	1.8m
DE G1-8" (5W)	5W	25°	8"	2.4m	2.4m
DE G1-10" (5W)	5W	25°	10"	3.0m	3.0m

Product catalogs

# SLG LIGHTING

## 2024-2025

# PRODUCTS PRESENTATION

DEC 2024  
END OF YEAR SALES MEETING

PRESENTATIONS: MICHAEL, WIL AND STELLA, NICOLE BRANGLER

### High Bays

Overview:  
Continue to be our best selling products.

- Good / Better / Best
- Competitive quality
- Biggest headshots as well

Linear High Bays  
Round High Bays

Executive level - profile presentations.

107 Lm/W Efficacy

**DESIGN XP**

1,600 - 3,460 Lm (15 - 36 W)  
3000K, 4000K, 5000K CCT

Product	Power (W)	Light Output (lm)	Efficacy (lm/W)	Beam Spread	Mounting	Color Temp (CCT)
SLG 15W	15	1600	107	15°	Recessed	3000K, 4000K, 5000K
SLG 36W	36	3460	96	36°	Recessed	3000K, 4000K, 5000K

### Lighting Controls

2 years in with SLG SYNC, here's what we're bringing:

- Bluetooth and Standalone options.
- NLC listed, ELLC supported.
- Free controls layouts.
- Technical and customer support from SLG.
- Additional wall switch options.

Product launch presentations.

### Luminaires

EvenGlow - EGL 10'

30W - 1,600 LM

RGB

(Also available in dedicated 3000K, 5000K, or Amber (Turtle friendly))

4 Wire - 24V DC

EvenGlow - XL 7'

8W - 500 LM

RGB

(Also available in dedicated 3000K, 5000K, or Amber (Turtle friendly))

4 Wire - 24V DC

### Remote Drivers

DMX IN/THRU

DMX Starting channel assignment

Fan

4 channel zone terminals. Blue / Green / Red / White (Neutral)

Technical presentations.

### DG Delgada Series

Diffusers for different indirect/direct distributions:

100% Direct

75% Direct  
25% Indirect

60% Direct  
40% Indirect

40% Direct  
60% Indirect

LED Playful Linear / Forms

### ARCATA Series

Add dimension.

Zero glare - Ambient lighting

Indirect optional for suspended mount.

Arcata Series

Product training presentations.