



CARLOS SANCHEZ

MARKETING MEDIA DESIGNER

01

EXPERIENCE

JULY 2014 - CURRENT

SENIOR MARKETING DESIGNER
MISSION LOANS LLC

- Develop company identity, design collateral and campaign material
- Oversee CRM content and implementation
- Design, Develop and maintain all company wide websites
- Create animation sequence campaigns, Video production and post editing
- Manage social media department

JULY 2009 - NOVEMBER 2016

SENIOR GRAPHIC DESIGNER
DALEY TECHNOLOGY SYSTEMS

- Lead design team on large scale projects. (LA RAMS, GOLD-LINE METRO, IBM, SHELL)
- Conceptualize, plan and create mass circulation ads for the Los Angeles Newspaper Group
- Design, Develop and maintain all company wide websites
- Design and develop websites for clients (front end, HTML,CSS)
- Develop corporate identities, print marketing and advertising collateral

OCTOBER 2009 - APRIL 2010

GRAPHIC DESIGNER
USC (UNIVERSITY OF SOUTHERN CALIFORNIA)

- Manage and oversee the department of Masters of Human Behavior Website.
- Coordinate and manage individual student project displays and presentations

FEBRUARY 2007 - MARCH 2010

PRODUCTION ARTIST
FLD GRAPHICS

- Production level work consisting of cropping, resizing, template formating and basic graphic design needs.

HELLO! I'm a Marketing Digital Designer with over **15 Years** of experience and with a focus on consumer focused branding systems, marketing sale campaigns, CRM driven sales, real-world advertising, front end web design and motion graphics.

02

EDUCATION

MARCH 2011

GRAPHIC DESIGN B.A.
CAL POLY POMONA (CALIFORNIA STATE POLYTECHNIC UNIVERSITY, POMONA)

- Bachelor of Arts Graphic Design (cum laude)

APRIL 2007

ASSOCIATES DEGREE GRAPHIC DESIGN
MT. SAN ANTONIO COLLEGE

03

SKILLS

PRACTICAL

- Branding Systems
- Print & Layout Design
- Marketing Strategy
- Web Development
- POS strategy
- Email and CRM
- Motion Design
- Mobile platform Ads

TOOLS & SOFTWARE

- PHOTOSHOP
- INDESIGN
- ILLUSTRATOR
- PREMIERE,
- AFTER EFFECTS
- DREAMWEAVER
- WORD PRESS
- MS OFFICE
- TUMULT HYPE
- LOGIC PRO X

