

CARLOS SANCHEZ

DIGITAL MEDIA DESIGNER

HELLO! I am a Digital Marketing Designer with over 18 years of experience specializing in consumer-focused branding systems, marketing and sales campaigns, CRM-driven engagement strategies, real-world advertising, front-end web design, and motion graphics.

01 EXPERIENCE

MISSION LOANS LLC / AMERICOR

SENIOR MARKETING DESIGNER | JULY 2014 - CURRENT

- Develop and maintain company brand identity, including the design of marketing collateral and campaign materials
- Oversee CRM content strategy, implementation, and ongoing optimization
- Design, develop, and maintain all company websites across the organization
- Produce animated marketing campaigns, including video production and post-production editing
- Manage social media operations and content strategy across digital platforms

DALEY TECHNOLOGY SYSTEMS

SENIOR GRAPHIC DESIGNER | JULY 2009 - NOVEMBER 2022

- Led the design team on large-scale projects for major clients including LA Rams, Gold Line Metro, IBM, and Shell
- Conceptualized, planned, and produced high-circulation advertising campaigns for the Los Angeles Newspaper Group
- Designed, developed, and maintained company-wide websites and digital platforms
- Developed corporate brand identities along with supporting print marketing and advertising collateral

YMCA OF THE USA

GRAPHIC DESIGNER | IC

- Designed and developed Day Camp logos and visual identities for YMCA locations across the United States, creating engaging, community-focused branding.
- Produced a wide range of marketing and communications materials supporting YMCA programs, initiatives, and campaigns.
- Created digital media assets for web, email, social media, and other communication channels while maintaining brand consistency.
- Developed print and digital collateral that helped promote YMCA programs, events, and community engagement.

USC (UNIVERSITY OF SOUTHERN CALIFORNIA)

GRAPHIC DESIGNER | OCTOBER 2009 - APRIL 2010

- Managed and oversaw the Master of Human Behavior department website
- Coordinated and organized student project displays and presentations
- Provided graphic design support for departmental materials and communications

02 EDUCATION

MARCH 2010

GRAPHIC DESIGN B.A.
MT SIERRA COLLEGE (MONROVIA, CA)

- 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

MY WEBSITE

626.383.2376 | CSDZYNE@GMAIL.COM GOODFORM.MEDIA