

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 - NOVEMBER 2026

- Led the development and maintenance of company-wide brand identity, creating cohesive marketing collateral and digital campaigns. Managed CRM content strategy and optimization, designed and maintained company websites, and produced engaging motion graphics and video content. Oversaw social media strategy and content development across multiple digital platforms to ensure brand consistency and effective marketing communication.

DALEY TECHNOLOGY SYSTEMS

SENIOR GRAPHIC DESIGNER | JULY 2009 - NOVEMBER 2022

- Led creative teams on large-scale projects for major clients, including the LA Rams, Gold Line Metro, IBM, and Shell. Conceptualized and produced high-circulation advertising campaigns for the Los Angeles Newspaper Group, while overseeing website design and development across the organization. Created corporate brand identities and supporting print and digital marketing materials, ensuring consistent and impactful visual communication.

YMCA OF THE USA

GRAPHIC DESIGNER | IC

- Developed Day Camp logos and visual identities for YMCA locations nationwide, creating engaging, community-focused branding. Designed and produced a wide range of print and digital marketing materials supporting YMCA programs, events, and initiatives. Created cohesive content for websites, email campaigns, social media, and other communication channels while maintaining brand consistency and strengthening community engagement.

USC (UNIVERSITY OF SOUTHERN CALIFORNIA)

GRAPHIC DESIGNER | OCTOBER 2009 - APRIL 2010

- Managed and maintained the Master of Human Behavior department website, ensuring accurate and organized digital content. Coordinated student project displays and presentations while providing graphic design support for departmental communications, promotional materials, and academic initiatives.

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

TOOLS & SOFTWARE

- PHOTOSHOP
- INDESIGN
- ILLUSTRATOR
- PREMIERE
- DAVINCI RESOLVE
- AFTER EFFECTS
- DREAMWEAVER
- TUMULT HYPE
- LOGIC PRO X
- WORDPRESS

MY WEBSITE

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GOODFORM.MEDIA