

# Agnieszka M. Sanchez

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## Marketing & Creative Guru

My well-rounded agency, as well as in-house experience of over 15 years brings a unique angle and perspective. I am a results-driven marketing professional and I have built strategies and marketing plans for various industry clients including destination marketing, food & beverage, sports, healthcare, retail and more. I have a strong talent for creative direction, strategic planning, marketing development, organization, project and budget management, and relationship building. My goal is to provide exceptional support to both my teams and clients.

With my background in art direction, and my current role in account services, I possess a blend of visionary ideas and I thrive in building meaningful connections. My work ethic is rallying people around common goals and productive environments.

In my free time, you can find me outdoors with my husband, 2 kids enjoying the fresh air. I am a major foodie and love the mountains.

[AgnieszkaSanchez.com](http://AgnieszkaSanchez.com) | [linkedin.com/in/creativeguruagnieszka/](https://www.linkedin.com/in/creativeguruagnieszka/)

- Creative Direction
- Budget Management
- Project Management
- Media Buy
- Website Development
- Social Media
- Leading Print, Digital & Social Platforms
- Project Management
- Fluent in Remote Work
- Creative Suite
- Public Speaking
- Multitasker
- Team Player
- Excellent Communication
- Extremely Organized
- Motivational
- Problem Solver
- Fluent in Polish

## Experience

### THE CREATIVE DEPARTMENT | LONG BEACH, CA (REMOTE) | 11.2020 – PRESENT

A full-service advertising agency with employees working 100% remote, focused on healthcare clients. The agency works with third party agencies, follow existing brand guidelines for new projects, or takes on overflow of mid-level teams. Most work includes production, design, and follow existing marketing campaigns or efforts.

#### ACCOUNT SUPERVISOR

- Report directly to SVP.
- Oversee 4 accounts ensuring annual marketing plans and strategy supports client business objectives.
- Oversee traditional and digital initiatives meet brand standards.

- Manage internal and client creative briefings.
- Manage internal teams that support day-to-day project management, coordination, traffic, digital and media buy.
- Budget management and ensuring we are on track with quarterly check ins for all 4 clients.
- Benchmark clients' competitor market. Report on quarterly strategy check-ins.

### ***Achievements***

- *Increased billable hours for my client by 322% in just 9 months.*
- *Developed a digital strategy for compliant digital lead generation, utilizing a single Google Sheet to manage data and dynamically populate a single landing page with variable fields, serving over 400 agents.*
- *Led and managed three comprehensive company rebranding initiatives, which included logo design, brand development, and website redesigns for three distinct clients.*
- *Developed and implemented a standardized intake process for all project managers to enhance the efficiency and accuracy of design and print submissions.*
- *Oversaw the rebranding efforts for 3 distinct clients, including comprehensive website redesigns.*
- *Collaborated on media buying strategies to maximize cost savings for clients while securing optimal placements.*
- *Proposed a range of innovative creative solutions for my healthcare clients to get them the best ROI.*
- *Created quarterly website reports that enhanced our demographic targeting and campaign structuring, utilizing real data for informed decision-making.*

### **CATALINA EXPRESS | SAN PEDRO, CA | 11.2014 – 10.2020**

Year-round, passenger boat service to Catalina Island with up to 30 daily departures. With a fleet of eight, high-speed vessels, the company has been since 1981 operating out of 3 ports in Southern California since 1981.

### **DIRECTOR OF MARKETING | 07.2018 – 10.2020**

### **MARKETING MANAGER | 06.2015 – 07.2018**

### **MARKETING SPECIALIST | 11.2014 – 06.2015**

- Reported directly to President & CEO.
- Responsible for company's promotional concept and strategy, and cross-functional campaigns.
- Successful in developing and executing marketing plans, set and administered a \$1 million advertising budget, and managing projects from inception to successful completion.
- Single point of contact for key stakeholders, media buy and advertising vendors.
- Worked closely with the sales department to build out marketing plans to support sales initiatives.
- Managed press coverage, digital influencer outreach, and special promotional activities with PR team.
- Responsible for copywriting and all creative direction including video and photography while establishing an in-house creative team.
- Managed traffic of creative assets to the printers.

- Led and mentored website projects and content while monitoring SEO reports.
- Proactively forecasted and reported successes, inconsistencies and underperformance.
- Managed a team of 5 direct reports.

#### ***Achievements***

- *Reduced design expenses by 92% within 2 years by bringing all design in-house. Identified errors within the 1st year that saved company \$22,000 annually.*
- *Developed a Crisis Communication Plan for the company and Catalina Island that continued its efforts with the City and Visitors Bureau.*
- *Developed a unified Marketing Campaign celebrating company's 35th anniversary growing our email database by 63,985 in 1 month.*
- *Established a very successful marketing plan for our Holiday Gift Card Campaign along with media buys and creative that nearly doubled our sales.*
- *Developed demographic based itineraries to help guide visitors turning the project into one of the #1 tools for our sales team as well as driving company's website traffic.*
- *Moved company's website to a new website agency and implemented ADA compliance.*

#### **DCBID | DOWNTOWN LOS ANGELES, CA | 04.2013 – 11.2014**

Downtown Center Business Improvement District is a coalition of nearly 2,000 property owners in the Central Business District supporting and driving business into Downtown Los Angeles.

#### **ART DIRECTOR & MARKETING ASSOCIATE**

- Designed and implemented multi-channel content marketing by providing creative direction, branding and copywriting.
- Managed brand and integrated positioning throughout all company marketing and sales materials.
- Refreshed all creative with a bold and dynamic look and feel.
- Led consumer attended events driving tourist traffic to Downtown LA while growing our database.
- Responsible for seasonal campaigns from planning to execution, including traffic, media buy, project management, art direction as well as design.
- Maintained relationships with property owners, constituents, business partners, media partners, as well as built new relationships.
- Project Managed design and development of a new company website.

#### ***Achievements***

- *Managed 4 consumer attended events per year with more than 20,000 attendees combined.*
- *Grew company's email database by 80,000 in 1 year.*
- *Led monthly stakeholder and marketing meetings growing relationships across Downtown LA which enabled more partnerships and overall tourism growth to the city.*

## **PATINA RESTAURANT GROUP | DOWNTOWN LOS ANGELES | 03.2012 – 04.2013**

Showcasing 65 locations in restaurants and performing arts centers, Patina Restaurant Group offers elegant fine dining and personalized service for special events, weddings and catered affairs.

### **ART DIRECTOR**

- Creative liaison to over 25 restaurants and cultural performing arts centers on the West Coast as well as the East Coast.
- Developed unique brands for each institution with dedicated branding, stories, creative, social platforms and online presence.
- Provided art direction on all photography and video shoots.
- Managed traffic of creative assets to the printers.
- Built relationships with clients and printers.
- Assess market position and trends.
- Attended press checks.

### ***Achievements***

- *Compiled a 45-page pitch deck for buyout of Hollywood Bowl \$22 million catering contract.*
- *Supervised one production artist ensuring successful completion of all projects.*
- *Designed all of “Park Place” new building visual aesthetic of 5 of the company’s main restaurants into pop-ups keeping the visual aesthetics.*
- *Developed custom wine labels for Patina’s exclusive wine offered only through the restaurants and catered events.*

## **HEILBRICE | IRVINE, CA | 07.2009 – 03.2012**

An integrated agency with a retail soul, specializing in digital, content creation, loyalty marketing, branding, broadcast and shopper marketing.

### **ART DIRECTOR**

- Built campaigns from concept to execution.
- Responsible for managing the concept, design, layout, photography and art direction of various promotional vehicles, including client's packaging.
- Worked with design in medias ranging from outdoor, tv, print, magazines, in-store signage, digital, guerilla & more.
- Worked closely with copywriters, designers, production artists, as well as project managers.
- Created designs/layouts using Mac based programs: Quark, InDesign, Illustrator, Photoshop, Word and PowerPoint.
- Attended press checks and sent art proofs to customers for approval.

### ***Achievements***

- *Developed creative vision for The Great Atlantic & Pacific Tea Company, Marie Callender's, LA Clippers, Pick Up Stix, Boot Barn and LA Inc.*
- *Supervised print production and provided direction.*

## **FUSION CORP DESIGN | COSTA MESA, CA | 01.2008 – 07.2009**

A Lexington, KY based marketing and communications company specializing in digital design, development, and marketing services serving clients of all sizes.

### **FREELANCE DESIGNER**

- Developed branding logos and designs.
- Created unified pieces and redesigns of existing brands.
- Worked closely with company owners on projects and creative pieces needed.
- Self-project managed all creative to meet deadlines.

### ***Achievements***

- *Created a creative campaign for the Invisalign pitch.*
- *Developed branding for the company along with branded t-shirts.*

## **Y&R | COSTA MESA, CA | 08.2006 – 06.2008**

A marketing and communications company specializing in advertising, digital and social media, sales promotion, direct marketing and brand identity consulting.

### **CREATIVE**

- Pulled reels for editors.
- Searched stock for art directors and designers for creative campaigns.
- Assisted at video and photo shoots.
- Assisted pitches with anything needed.
- Worked closely with creative teams on client events.

### ***Achievements***

- *Was chosen as the main visual designer to lead in-store brand positioning for Callaway Golf.*
- *Was a part of the Jenny Craig and Mattel creative campaign pitches.*

## **Education**

### **BACHELORS OF SCIENCE | 2008 | ART INSTITUTE OF CALIFORNIA**

- Major: Advertising
- Related coursework: Graphic Design & Production

**GENERAL EDUCATION | 2005 | SANTA MONICA COLLEGE**

- Major: General Studies
- Related coursework: Sociology