



AGNIESZKA SANCHEZ

ACCOUNT, CREATIVE & MARKETING GURU

CONTACT INFO:

714.878.8179

SanchezAgnieszka@gmail.com

creativeagnieszka.com

PROFESSIONAL SUMMARY

My diverse experience in both agency and in-house roles provides a unique perspective in leading marketing strategies across various industries, including destination marketing, food and beverage, sports, healthcare, and retail. I excel in creative direction, strategic planning, project and budget management, and relationship building, aiming to offer exceptional support to my teams and clients. With a background in art direction and a current focus on account services, I blend visionary ideas with a strong work ethic, fostering collaboration and creating productive environments.

SKILLS

- Strategy
- Marketing
- Content development
- Account management
- Budget management
- Project management
- Creative direction
- Media buy
- Creative campaign strategy
- Public speaking
- Timeline driven
- Responsible
- Multitasker
- Team leader & player
- Excellent communication
- Extremely organized
- Motivational
- Problem solver
- Fluent in English & Polish

EDUCATION

Bachelor of Science in Advertising
Art Institute of California | 2008

General Education
Santa Monica College | 2005

200 Yoga Teacher Training
Core Power Yoga | 2012

INDUSTRY EXPERIENCE

ACCOUNT SUPERVISOR

The Creative Department | Remote | 2020 - Present

Report 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. Managed 3 different client rebrands along with full website redesigns. Benchmark clients' competitor market. Report on quarterly strategy check-ins.

DIRECTOR OF MARKETING

Catalina Express | Long Beach/San Pedro, CA | 2014 - 2020

Reported directly to President & CEO. Responsible for overall company marketing strategy, digital, social, cross-functional campaigns, video production, content strategy, website management, reports and a million dollar marketing budget. Single point of contact for key stakeholders. Worked with other departments to build marketing plans and campaigns to support business objectives. Built an in-house design team and managed outside vendors. Led our media and PR teams with a cohesive brand strategy and cohesive narrative. Managed a marketing team of 6. Responsible for solving creative, marketing and production challenges.

ART DIRECTOR & MARKETING ASSOCIATE

DCBID | Los Angeles, CA | 2013 - 2014

Led creative direction and design, project management and content strategy. Responsible for cross-functioning social media strategy, execution, planning, as well as design. Refreshed all creative with a bold and dynamic look and feel. Responsible for seasonal campaigns from planning to execution, including traffic, media buy, project management, art direction as well as design. Tracked performance reports. Maintained relationships with property owners, constituents, business partners, media partners, as well as built new relationships.

ART DIRECTOR

Patina Restaurant Group | Los Angeles, CA | 2012 - 2013

Served as the creative liaison for over 25 restaurants and cultural performing arts centers across the West and East Coasts, developing distinctive brand identities and online presences for each institution. Provided art direction for all photography projects and managed social media initiatives. Fostered strong relationships with clients and print vendors to ensure successful collaboration.

ART DIRECTOR

HEILbrice | Irvine, CA | 2009 - 2012

Developed and executed comprehensive marketing campaigns from inception to completion. Collaborated with design teams across various media, including outdoor advertising, television, print, magazines, in-store signage, digital platforms, and guerrilla marketing initiatives. Reported directly to the Creative Director and worked closely with copywriters, designers, production specialists, and project managers to ensure cohesive and impactful campaign delivery.



AGNIESZKA SANCHEZ

ACCOUNT, CREATIVE & MARKETING GURU

To whom it may concern,

As a successful Marketing professional with over 15 years of experience currently leading 4 accounts in a remote agency environment, I am an extremely focused, driven, and results-oriented leader. Combining key strengths in relationship building, creative direction, and the ability to perform in fast paced, remote environment, I am now seeking the opportunity to utilize my experience at Bloom as a Marketing Director.

I am a creative problem solver, with the ability to identify process gaps and implement proven marketing solutions in order to drive growth and awareness. I offer a successful background generating media and public interest through creation of brand identity, media campaigns, and client communications. I have worked on many successful B2C campaigns that are driven by ROI and awareness and I strive for success.

Coming from a creative agency as well as in-house history in my past, I am fluent in creative direction, print, digital design and production, social media strategy, management and execution, marketing management and solid understanding of web development, branding and interactive advertising. My experience ranges from traditional to non-traditional medias, creative & art direction, project management, marketing planning, media buy, digital strategy & execution, graphic design, social media management, copywriting and pre press production. I am used to managing teams and leading marketing efforts from start to finish.

As a mom myself, I relate to Bloom's story and I would love to be a part of the brand growth. I believe my diverse skills, organization, attention to detail and consistency, as well as creative background leading design as well as account teams, I would bring great benefit at Bloom.

Thank you in advance for your consideration and I look forward to your call.

Sincerely,

Agnieszka Sanchez

SanchezAgnieszka@gmail.com
714.878.8179



AGNIESZKA SANCHEZ

ACCOUNT, CREATIVE & MARKETING GURU

To whom it may concern,

As a successful Marketing professional with over 15 years of experience currently leading 4 accounts in a remote agency environment, 3 of them being health care clients. I am an extremely focused, driven, and results-oriented leader. Combining key strengths in relationship building, creative direction, and the ability to perform in fast paced, remote environment, I am now seeking the opportunity to utilize my experience at SCA Health as a Creative Director.

I am a creative problem solver, with the ability to identify process gaps and implement proven marketing solutions in order to drive growth and awareness. I offer a successful background generating media and public interest through creation of brand identity, media campaigns, and client communications. I have worked on many successful B2C campaigns that are driven by ROI and awareness and I strive for success.

Coming from a creative agency as well as in-house history in my past, I am fluent in creative direction, print, digital design and production, social media strategy, management and execution, marketing management and solid understanding of web development, branding and interactive advertising. My experience ranges from traditional to non-traditional medias, creative & art direction, project management, marketing planning, media buy, digital strategy & execution, graphic design, social media management, copywriting and pre press production. I am used to managing teams and leading marketing efforts from start to finish.

I believe my diverse skills, organization, attention to detail and consistency, Healthcare AEP, SEP and OEP knowledge, as well as creative background leading design as well as account teams, I would bring great benefit at SCA Health.

Thank you in advance for your consideration and I look forward to your call.

Sincerely,

Agnieszka Sanchez

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