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Richard  
Sánchez

## Personal Profile

I'm a very extroverted person who likes to connect with people. I love creating effective marketing campaigns for products that I believe in.

## Expertise

- Raising brand awareness
- Proficiency in many online marketing tools
- Background in SEO process
- Keen eye for effective digital marketing collaterals

## Work Experience

### Digital Marketing Lead

#### KVB Digital Marketing Co.

**Sep 2017 - Aug 2019**

- Created and managed digital campaigns for top clients
- Increased two clients' digital presence and customer interaction by 200%
- Developed SEO techniques

### Junior Digital Marketer

#### Crewe Digital Marketing

**Sept 2011- Aug 2017**

- Contributed ideas for digital marketing campaigns
- Responsible for contacting blogs for features and reciprocal links
- E-mail marketing point person

## Academic Background

### Norgen Media College

#### Digital Marketing Certificate Course

**May 2011 - August 2011**

- Final Output received a grade of 98% and awarded most innovative marketing campaign
- Part of the Top 5% of the class

### Junior Digital Marketer

#### Crewe Digital Marketing

**September 2007 - May 2011**

- Graduated Cum Laude
- Editor-in-Chief, NCU Daily News
- President, Norgen City University Student Council
- GPA 3.5

## Character Reference

#### Clementine Smith

Accounts Manager, KVB Digital Marketing Co.  
Cell: 123-456-7890

#### Chris Williams

HR Representative, KVB Digital Marketing Co.  
Cell: 123-456-7890