

Joczan Sanchez

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MARKETING & COMMUNICATIONS PROFESSIONAL

With outstanding experience and proven track record of success, in the fields of Marketing & Communications, I have demonstrated the ability to provide market growth. Skilled in the art of strategic planning, branding, media, social media, and business development, I have delivered accelerated results and business growth to the companies I have represented. With over 8 years of experience in the field, I offer a broad base of experience and vision to help lead companies to achieve continuously improved results. Some of my core strengths include:

- Marketing Campaign Development
- Strategic Planning
- Branding
- Web Content Management
- Sales & Account Management
- Writing & Editing
- Media Relations
- Corporate Communications

PROFESSIONAL EXPERIENCE:

CONNECTICUT EDUCATIONAL SERVICES

8/2008 - Current
Middletown, CT

Marketing Analyst

- Responsible for managing firm's overall marketing, strategic planning, and communications.
- Evaluated and redesigned and firm's image and identity.
- Controlled media advertising, web content, and social networking sites, ensuring appropriate consistency, while providing effective communication of firm's programs, services and events.
- Responsible for writing, editing and distributing company information to media outlets.

ESPN INTERNATIONAL

9/2007 – 8/2008

Promotions Coordinator

Bristol, CT

- Responsible for coordinating, and promoting and company's shows throughout its networks around the world.
- Responsible for department's vehicles and all promotional resources.
- Assigned and maintained inventory control numbers for interstitial materials
- Communicated with commercial ingest group to make changes to on-air promos
- As needed, made revisions to the weekly promotion production schedule.

840 BROADCASTING CORPORATION

3/2006 – 8/2008

Public Relations & Marketing Manager

Newington, CT

- Served as the company's media spokesperson, and was responsible for the image of the same.
- Oversaw the development of all communications pieces year-round, such as campaign, print, graphic, and electronic, ensuring that all marketing messages were consistent and in alignment with company's vision.
- Developed and implemented internet strategies, including design implementation, and analysis of messages to target audiences.
- Responsible for strategic planning, with a focus on sales.

CNN

6/2004 – 2/2006

Producer

Mexico City, MX

- Assisted the senior producers in creating daily broadcast by executing the editorial vision of the day.
- Served as the backup producer and supervised editorial content of the newscast.
- Worked with show director and production crew to block newscast, and oversaw all in-show graphics and story titles.
- Responsible for story assignments, script writing, and editing.

TELEVISA SA. DE CV.

10/2002 – 2/2006

Production Coordinator

Mexico City, MX

- Coordinated and scheduled all post production sessions of on air, off air, marketing and publicity departments, In-house and off-house.
- Tracked and reported quarterly accruals of the on-air production budget to the VP, Production & Project Mgmt and Finance Director.
- Created and distributed production plans to writers, Producers and creative agencies, also created monthly lists and distributed them to associate producers and the on-air planning group.

WRTC – FM

Public Relations Assistant

3/2000 – 8/2002

Hartford, CT

- Assisted director of public relations and promotions.
- Responsible for the advertisement and programming of the radio station.
- Co-Hosted a weekly talk show focusing on current political issues and state events.

EDUCATION:

AUTONOMOUS UNIVERSITY OF MEXICO

Bachelor of Arts in Marketing and Communications

2002 - 2006

Mexico City, MX