

JOCZAN SANCHEZ

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MARKETING MANAGER

PROFESSIONAL PROFILE

- Highly creative marketer with strong knowledge in strategic planning and campaign development, along with a combined 8 years of experience in marketing and communications.
- Seasoned professional with a contemporary market approach, and the ability to successfully implement new business programs and strategies that help achieve business objectives.
- Experienced with current marketing trends, and successfully applying these trends based on company's goals and needs.
- Organized and skilled in balancing high priority, long term and short term projects, as well as immediate deadlines.
- Excellent written, verbal, and interpersonal communicator. Skilled with the ability to proficiently create, translate, and present information in English and Spanish.
- Knowledgeable in a wide variety of software applications, including, but not limited to, Microsoft Word 2010, Excel, PowerPoint, Publisher, Adobe Photo Shop CS4, Dreamweaver CS4, Flash CS4, Premier CS4, Avid Express, and Oracle Fat-Wire.

AREAS OF EXPERTISE

- | | |
|---------------------------------|----------------------------|
| - Strategic marketing | - Brand management |
| - Business planning | - Creative writing |
| - Program management | - Contract negotiation |
| - Media relations, publications | - Online media development |

PROFESSIONAL EXPERIENCE

Marketing Manager

2008 to 2011

Connecticut Educational Services

Middletown, CT

- Established new marketing strategies and trends, for firm that specializes in providing professional consultation, and educational services in the psycho-educational field.
- Reorganized firm's image and industry presence into profitable results, by implementing relevant marketing campaigns, addressing areas previously neglected.
- Implemented online strategies, by launching interactive and competitive website, along with making use of popular social networking tools. This allowing company information and portfolio to reach target audiences, resulting in account growth and profit increase.
- Initiated media relations and communication, allowing local media outlets to become aware of company services, resulting in constant on air time, and complimentary advertisement.

-Continued

Marketing & Communications Specialist

840 Broadcasting Corporation

2006 to 2008

Newington, CT

- Working directly with marketing manager, recommended using market tools and developing consistent marketing and communication plans to improve department, while maintaining identity's goals and objectives.
- Oversaw the development of all marketing pieces produced by staff, including, print, design, and relevance. Offering a strategic planning approach, to ensure that all pieces were consistent and in alignment with identity.
- Initiated thorough evaluation of online and brand presence. Implementing contemporary online tools and strategies to successfully boost areas displaying weakness.
- Coached staff in producing competitive digital material for the web, and taught field relevant software applications.

Marketing Coordinator *Latin America Division*

CNN

2004 to 2006

Mexico City, MX

- Executed all areas of marketing for CNN's Latin American division. Increasing the volume of traffic to the community, while implementing strategies to keep communication costs down.
- Oversaw the development of all online marketing promotional tools, including messaging, advertisement, social media advertisement, and email strategies. Constantly improving presentation, and keeping quality up to par with industry's standards.
- Managed in house relations, ensuring accurate communication amongst staff, by making use of mass message tools such as FAT-WIRE, which allows staff and sales department to be up to par with department's priorities and goals.

Marketing Assistant / Communications Intern

Televisa

2002 to 2004

Mexico City, MX

- Assisted in the planning, coordination, and execution of all on-air marketing strategies, produced by world wide leader in Spanish speaking television, Televisa.
- Tracked and reported quarterly accruals of on-air campaign budget, to marketing manager and finance director.
- Created and distributed strategic material to underwriters, creative consultants, in addition, created monthly lists and distributed them to associate producers and on-air planning group.

OTHER ENGAGEMENTS

Marketing Analyst

Streamline Media Relations

2011 to Present

Hartford, CT

Contract Promotions Coordinator

ESPN International

2007 to 2008

Bristol, CT

EDUCATION

Bachelor of Science in Marketing

National Autonomous University of Mexico

Class of 2006

Mexico City, MX

- Magna Cum Laude Graduate
- Communications Minor