

Johanna Sánchez-Vargas, M.A.

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PROFILE

Self-motivated professional with over four years of marketing, operations, logistics, and project management experience. Seeking to leverage my detail-oriented, process-oriented, and results-driven skills in a new organization.

EDUCATION

Seattle Pacific University, Seattle, WA

June 2016 – June 2017

M.A. Social and Sustainable Business Management

University of Washington, Seattle, WA

September 2012 – June 2016

B.A. Comparative History of Ideas, Medical Anthropology and Global Health

RELATED EXPERIENCE

Marketing Project Manager, Microsoft – Inviso Corporation, Bellevue, WA

August 2018 – present

- Oversee rhythm of business for the Microsoft Education Relationship Marketing team, which includes serving as the lead day-to-day contact for clients as well as managing weekly team meetings, business reviews, and budget formation.
- Provide strategic counsel and direct support to Marketing Director and senior level clients. Serve as a trusted advisor on marketing content, management of resource allocations, scheduling, and creative problem solving.
- Responsible for creating and delivering key assets, ranging from email nurture campaigns to partner workshops, on tight timelines while managing multiple projects simultaneously, and all without sacrificing high attention to detail.
- Cross-collaborated with channel marketing teams and architects across multiple years to optimize and create custom user experiences on partner resource webpages, such as the Teams custom solutions page, based on detailed user feedback.
- Lead budget management for Marketing team, such as drafting statement of work communications, creating client budget proposals, monitoring deliverable execution against monthly budget, developing RFPs, and tracking billing for external agencies and freelancers.
- Developed new cross-team project management process to improve, track, and streamline internal Marketing and Design projects from inception. Facilitated onboarding for 15 members of two teams and currently serve as lead for initiative.

Marketing Coordinator, Microsoft – Inviso Corporation, Bellevue, WA

June 2017 – August 2018

- Collaborated with all senior marketing project managers to develop budget proposals, schedule respective meetings, process expense reports, and manage logistics and marketing for special events.
- Responsible for trafficking materials and fulfilling internal/external requests for creative assets, status reports, materials needed for presentations, and preparing documents for meetings.
- Evaluated completed campaigns, ranging from flyer design to email campaign executions, to share learnings with broader Marketing team during our business review sessions.
- Introduced a simplified process for managing internal team operations including electronic file tracking, asset proofing, quality control methods, and collecting approvals.

RELATED SKILLS

- Proficiency with Microsoft Office suite (particularly Teams, Outlook, Word, SharePoint, PowerPoint, and Excel).
- Solid facilitation skills at multiple management levels to achieve top-level goals into an executable process.
- Exceptional organizational skills, including the ability to multitask within competing priorities, program schedules, and business needs.
- Strong design acumen including advanced PowerPoint presentation design, introductory video editing, and basic proficiency in Adobe Creative Cloud.