

ROBERTO P. SANCHEZ

Phone: +1 (678) 491-6390

E-mail: robertopablo.sanchez@gmail.com



→ PROFILE

More than 22 years of work experience acquired in multi-national environment in 3 different countries in a Marketing position with a solid background in both B2B and B2C marketing.

Areas of strength include:

- ▶ Marketing and media strategic planning, budget planning and forecasting.
- ▶ Development of manuals and formats for internal control (ISO certification oriented). Internal controlling (SAP). Marketing materials management. Creation of marketing metrics. Staff training materials developed.
- ▶ 3D animation, video post-production, packaging design and photography.
- ▶ Displays, POP and other marketing development for retail stores and wholesalers, press releases and public relations, corporate identity management and corporate communications.
- ▶ Trade shows / exhibitions development and logistics. Retail channel management.
- ▶ Social media and community manager, Amazon A+ content management, digital marketing strategies including websites, mobile, email, SEM, SEO.
- ▶ Effective team player with strong communication and interpersonal skills.
- ▶ Proven communication, organizational, management, and problem solving skills.
- ▶ Dedicated professional with a personal commitment to excellence.



→ WORK LOCATIONS



1. United States of America
2. South Africa
3. Mexico City
4. Mexico City
5. Mexico City

→ EXPERIENCE

1. HELLA AUTOMOTIVE SALES, INC., Peachtree City, GA - USA 06.2013 - Present
Manager: Marketing - Central, South America and the Caribbean

- ▶ Build and implement efficient strategies to grow and strengthen a Professional (B2B) Business Plan for the for Central and South America (23 countries), maximizing the resources and producing the necessary tools for the sales team. Develop Market, Competitive and Consumer data to understand market opportunities
- ▶ Serve as an integral part of a multi-functional and international business team to develop new business
- ▶ Produced product information with promotional tools, such as catalogues, brochures, interactive presentations, 3D animation, video post-production, photography, sale promotion bulletins and POP supplies.
- ▶ Defining, designing and coordinating promotional events, such as trade shows, customer events, association events in Central and South America. Developed of press releases for more than 150 automotive magazine editors.
- ▶ Responsible for corporate identity implementation in the automotive retail market (in-store and on-line)
- ▶ Worldwide packaging project developed. Social media management.
- ▶ Digital assets creation and management.

2. HELLA AUTOMOTIVE SOUTH AFRICA (Ltd) Pty., Uitenhage - South Africa 06.2011 - 05.2013
Manager: Marketing and Communications

- ▶ Marketing strategic planning. Media planning and development, budget forecasting, marketing budget management. Marketing visual concept development (retail), POP concepts development for retail stores and wholesalers for the Sub-Sahara region, press releases and public relations, corporate identity management.
- ▶ Marketing and sales strategies for new sales business. Staff training. Trade and exhibitions development, logistics.
- ▶ Packaging design development.
- ▶ Electronic and interactive media development. Web editor and social media content editor and developer.

3. HELLAMEX, S.A. de C.V., Naucalpan - Mexico 05.2005 - 05.2011
Manager: Commercial Services

- ▶ Marketing policy development, strategic marketing and media planning, budget forecasting.
- ▶ Marketing visual concept development (retail), POP concepts development for retail stores and wholesalers.
- ▶ Advertisement, press releases, public relations, corporate identity development. Staff training. Developed marketing and sales strategies for new sales business. Trade and exhibitions development including logistics and purchasing of assets. Packaging design. Electronic and interactive media development.
- ▶ Web editor and social media content editor and developer.
- ▶ Developed a database of Mexican automotive magazine editors for press releases.

4. GIFTWRAP / PACKAGING SERVICES, Tlalnepantla, Mexico 10.1994 - 04.2005
Creative Director

- ▶ Project coordination, concept design and development, project presentations, production process supervision; pre-press, press, finishing and quality control. Quotation process.
- ▶ The majority of the projects included: packaging design, corporate images, catalog and internet web sites design and development for companies such as: Televisa, Nestle, Six Flags México, Beru, Hilton, Hard Rock Café, Mexicana de Aviación, Epson, Fuji, Chedraui, Unilever, Hella USA, with great level of quality and customer's satisfaction.
- ▶ Web editor and social media content editor and developer.

→ AWARDS / RECOGNITION

🏆 First place winner for 2 times 2018 and 2016 in Marketing Activities for HELLA Barzil and HELLA USA respectively .

🏆 First place winner for 2 times (Two consecutive years) 2011-2013 in Marketing Activities for HELLA South Africa.

🏆 First place winner for 5 times (4 times in a row) from 2005-2010 in Marketing Activities for HELLA Mexico.

🏆 Top 3 interactive project Two of my Interactive presentations was selected as the best top 3 in 2007 and 2008 according to the magazine: A DISEÑO (MEX).

→ CONTACT



<https://twitter.com/RobertoPablo79>
<https://www.behance.net/robertopabdddb>
<https://www.linkedin.com/in/roberto-pablo-sanchez-a7876034>
<https://www.facebook.com/robertopablo.sanchez1>
https://www.instagram.com/robertopablo_sanchez79/

Portfolio for visual references available.



www.rpsportfolio.com

→ EDUCATION

MBA - MASTER OF BUSINESS ADMINISTRATION - MARKETING FOCUS (HONS.) 2016-2017
Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM)
(Monterrey Institute of Technology and Higher Education)
Mexico City - (Score 9.8/10)

POSTGRADUATE COURSE: INTEGRATED MARKETING COMMUNICATIONS 2008
Instituto Tecnológico de Estudios Superiores de Monterrey (ITESM)
(Monterrey Institute of Technology and Higher Education)
Mexico City - (Score 9.7/10)

BACHELOR: GRAPHICAL COMMUNICATION DESIGN (HONS.) 1998-2002
Universidad Autónoma Metropolitana
(Autonomous Metropolitan University)
Mexico City - (Score 9.4/10) Title No.: 021997 068115
Professional License (Mexico): 37744384

→ CERTIFICATION

METHODOLOGY FOR PROJECT MANAGEMENT 08.2017
Based on the best practices of the PMBOK
IT Institute - Advanced Information Technology Center
(Tecmilenio University)

→ TRAINING

- HELLA Training Programme, Aftermarket and Special OE Strategy Germany, June 6th to 9th, 2016.
- Digital Summit - Atlanta, GA, USA, May 25th, 2016
- Negotiation and Conflict Management Techniques TecMilenio University, May 10th, 2016
- Conference: Social Media Marketing SkillPath Seminars - Atlanta, GA, September 9th, 2015
- Management for Success Droste - Atlanta, GA, November 10th, 2014
- Marketing Metrics Monterrey Institute of Technology and Higher Education, May 2011
- International Congress of Online Marketing AMIPCI - Internet Mexican Association - Mexico City, November 2009
- Course: Adobe After Effects CS5 Autodesk Training Center – Center of Art and Technology February 20th, 2009
- Consultive Selling Gnoatto International Consultants, Mexico City, January 20th, 2007
- Course: VIP Gauss - Namo Web Editor 6, Atlanta, Georgia January 9th to 13th, 2006
- Course: 3ds MAX 6.0 Advanced Character Animation Discreet Training Center – Center of Art and Technology Mexico City, March 15th to 18th, 2005
- Course: 3ds MAX 6.0 Discreet Training Center – Center of Art and Technology Mexico City, February 16th to 20th, 2004
- Course: Autodesk AutoCAD 2004 Autonomous Metropolitan University - Mexico City November 22th to December 20th, 2003
- Certification: Web Site Development and Interactive Media Edumac, Mexico City March to May 2002
- Workshop: Artistic Photography Autonomous Metropolitan University - Mexico City September 13th to 17th, 2001
- Course: Airbrush, illustration techniques Autonomous Metropolitan University - Mexico City March 24th to 30th, 2001
- Seminar: Design of Point of Purchase displays (POP) Autonomous Metropolitan University - Mexico City June 25th to 30th, 2001
- Course: Management of Silk-screen Printing System Art workshop - Mexico City April 13th to 26th, 2000
- Course: Printing and Packaging Labeling Autonomous Metropolitan University - Mexico City June 26th to 30th, 2000
- Certificate: DTP software Management. Autonomous Metropolitan University - Mexico City February-June 2000
- Seminar: Editorial Design. Traditional methods and new technologies, facing a new millennium. Autonomous Metropolitan University - Mexico City October 13th to 15th, 1999

→ LANGUAGES

- ▶ **ENGLISH**
- ▶ **SPANISH** (Native)

- ▶ **GERMAN** Intermediate - Mexico National Autonomous University
- ▶ **FRENCH** Basic - Autonomous Metropolitan University

→ SKILLS

Software Management (see listed software):
PC / MAC Platform

▶ **DTP software:** Adobe Creative Cloud 2018: Illustrator CC, Photoshop CC, InDesign CC, Acrobat CC, Animate CC, Media Encoder CC, Fireworks CC, Bridge CC, Lightroom CC, Director 11, Image Ready CS3, Pagemaker, Streamline, Dimensions, Corel Draw X7, Capture X7, Rave, Photopaint X7, Trace, Bryce, Corel Painter 2018, QuarkXpress 2018

▶ **Web editing software:** Dreamweaver CC, Muse CC, Edge Animate CC, GoLive CS2, Flash Professional Pro CC, Unlead VideoStudio, Namo

▶ **Special Effects software:** After Effects CC, Combustion 4
▶ **3D modelling and animation software:** Autodesk 3DS MAX 2019, Maya 2019, Mudbox, ZBrush 4R8, Cleaner, Plasma, AutoCAD 2014, Poser Pro, Carrara Pro, Quicktime VR, MicroAngelo.

▶ **Digital Video editing software:** Adobe Premiere CC, Media Encoder CC, Avid Media Composer, Final Cut X

▶ **Sound editing software:** Soundbooth CS6, Audition CC, Sound Edit, ProTools, SoundForge, Cool Edit Pro, Fruity Loops Studio

▶ **Legacy plug-ins:** V-Ray, Procreate KnockOut, Piranesi. 6, KPT 3, 5, 6, KPT Effects, KPT Vector effects. Xaos tools, Aurora Plug-ins, Extensis Intellihance, Xenoflex, Alien Skin Plug-ins.

▶ **Business software:** Microsoft Office 365/2016: Word, Excel, Power Point, Outlook, Sharepoint, OneDrive, Skype, Windows: 10, 8.1, 7, XP, Vista, Lotus, Notes, SAP (Sales module)

▶ **E-Marketing:** Mail-chimp, Survey Monkey

→ TECHNOLOGY

- ▶ Animation and modeling in three dimensions for electronic and on-line media
- ▶ Video compression and DVD/BLU-RAY content development.
- ▶ Edit and capture video / digital audio (not linear).
- ▶ Special effects and nonlinear composite video editing.

- ▶ Development of scenarios via Quick Time VR 360 degree interactive media for development.
- ▶ Management Action Script and Lingo programming.
- ▶ Management of video cameras and digital SRL cameras, lighting.
- ▶ Use and development of professional fonts (OpenType, type 1 and ttf).

→ QUALIFICATIONS

- ▶ Development of: corporate image design, packaging graphic design, print media creation: magazines, advertisement, brochures, catalogs, posters, flyers, newsletters, postcards and annual reports.
- ▶ Design and planning of national advertising campaigns (mailings, billboards, vehicle wraps, banners, etc.) Signage in museums.
- ▶ Digital photography, retouching and vector trace.
- ▶ Trade shows planning, logistics and monitoring.
- ▶ Social media and community management.
- ▶ Amazon A+ pages creation, SEM and SEO management
- ▶ Interior design offices, storefronts, displays, point of sale material.
- ▶ Assembly and planning at national exhibitions booth. Interactive systems development platform.
- ▶ Modeling, design and animation of three-dimensional characters and environments.

- ▶ Audio and video editing non-linear / post-production (visual special effects). Microphones and music recording.
- ▶ Management and control of illustration and printing techniques, airbrush, watercolor, pastel, pencil, charcoal, acrylics, markers.
- ▶ Professional photography.
- ▶ Management of digital SLRs (RAW format) and HD digital video.
- ▶ Experience in the management of screen printing (putty and color selection.)
- ▶ Lecturer in design and visual communication.
- ▶ Planning, development and publishing Web sites. Web campaigns and social networking.
- ▶ Development of storyboards and scripts for video or 3D animation.
- ▶ Stage lighting and shooting.

→ REFERENCES

Available upon request
For further information, please call the following number: +1 (678) 491-6390
Or e-mail to: robertopablo.sanchez@gmail.com