

# SANTIAGO SÁNCHEZ

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## ABOUT ME

As a huge entertainment fan that has devoured books, comics, films and music, I truly believe in the beauty of ideas and storytelling, surprising and delighting people through world class initiatives has been my main goal through my marketing career. With both technology and traditional marketing expertise, my professional path has made me lead some of the biggest marketing stunts in the market, Want to see? Please google The Last of Us stunt in Mexico City ;)

## EDUCATION

Marketing and Business  
Escuela Superior de Comercio y  
Administración Instituto Politécnico Nacional

## PROFESSIONAL HIGHLIGHTS

- **Experienced engaging costumers** with brands through **offline and online marketing** strategies.
- **Cross functional leader** with experience managing both **internal and external partners**.
- **Project manager** and creative problem solver. **Hands on creative** to achieve goals and make things happen.
- **Media planner** with a full funnel expertise, suitable to build **business oriented goals** with defined KPI's.
- **Skilled 360 marketer** able to match marketing experiences with digital endeavors to build upon business goals.
- **Social media enthusiast**. Partnering with Meta, Tik Tok, X (formerly Twitter) to build unique digital experiences for **international movies and series**.

## PROFESSIONAL SKILLS

- 360 Marketing Thinker.
- Social Media Enthusiast.
- Skilled in Project Management.
- Business entertainer for projects and presentations.

- Excellent written and verbal communication.
- Fully bilingual and advanced knowledge in german and italian and basic knowledge in french.
- Team player.
- Knowledge in business development.

- Skilled with Microsoft Office (Windows and Mac)
- Medium manage of Adobe's Illustrator and Photoshop.
- Skilled in administrative tasks.
- Handyman.

## EMPLOYMENT



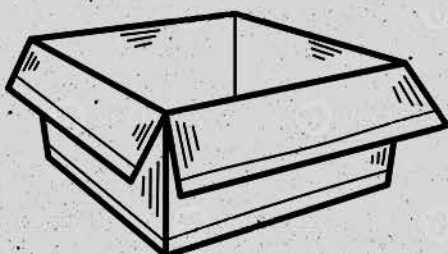
### WARNER BROS. DISCOVERY

Full time • 2 years 6 months

- **Sr. Brand Marketing Manager International Series and Movies at HBO Max.**  
nov. 2022 - actualidad • 10 meses
- **Brand Marketing Manager International Series and Movies at HBO Max**  
mar. 2021 - nov. 2022 • 1 año 9 meses

### SOCIAL MARKETING MANAGER SPLATAM

YouTube • full time  
mar. 2020 - mar. 2021 • 1 year 1 month



### SPOTIFY

Full time • 6 years 10 months

- **Social Marketing Manager México, LatAm and US Latin**  
nov. 2017 - jan. 2020 • 2 years 3 months
- **Social Marketing Manager México and LatAm**  
jul. 2015 - oct. 2017 • 2 years 4 months
- **Social Marketing México**  
apr. 2013 - jul. 2015 • 2 years 4 months



### BUSINESS ANALYST

Citi • full time  
jan. 2012 - mar. 2013 • 1 year 3 months