

ADRIAN SANCHEZ

San Francisco, CA

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EXECUTIVE SUMMARY

A creative leader with 15+ years of experience in marketing, technology, and design institutions. Consistent success in designing and bringing to life digital offerings, large-scale projects and product launches. Team leader with proven skills in digital, marketing content, brand experience, design, and events. Excellent understanding and experience with digital platforms and solutions. Strong leadership with multi-cultural, cross-functional, and interpersonal communications skills, in both English and Spanish.

SKILLS & EXPERTISE

Marketing | Strategy | Digital Operationalization | Production | Startups | B2B Marketing | Event Management | Program Management | Bilingual | Academy of Friends Board Member (2012-2014) | www.triponmesf.com

PROFESSIONAL EXPERIENCE

February 2021 - Present - Venn Media - San Francisco, Ca.

Senior Vice President - Head of Brand Experience

Leading Venn Media and its brands, **Remote-First** and **London Dessert Festival**, with enterprise brand strategy. Oversee all custom content creation for Venn Media platforms, including web, blog posts, podcasts, and marketing materials to execute on content strategy. Drive facilitation with influencers and collaborators. Establishing strategic marketing and commercial partnerships and affiliations with partnering brands.

July 2021 - Present - Game On Marketing - San Francisco, Ca.

Founder - President

At Game On, we specialize in creating and executing marketing initiatives that support brand awareness through high-converting events and experiences. Helping brands to plan and execute marketing initiatives and activate them using relevant and captivating digital experiences.

May 2020 - May 2021 - MC² - San Francisco, Ca.

Vice President - Head of Digital

Leading the creation and operationalization of MC²'s new Digital Department. Execution upon digital go-to-market services and digital solutions. Managing strategy, marketing, and operations of the department. Manage all operations processes related to clients, RFPs, SOWs, digital production, project management, and revenue plans.

March 2017 - May 2020 - FreemanXP - San Francisco, Ca.

Director, Digital Operations

Leading the day-to-day operations of FreemanXP's agency digital department in addition to the general execution of digital and creative programs. Managing operations and development staff as well as project-specific teams.

- Creation and operationalization of new Digital Department enterprise-wide. Marketing execution upon go-to-market products and digital solutions with key stakeholders across functional leadership teams enterprise-wide.

February 2016 - March 2017 - FreemanXP - San Francisco, Ca.

Senior Manager, Digital Operations

Leading strategic corporate initiatives such as department's setup and rebrand, design, production, and launch of the corporate website. Management of Digital Operations' day-to-day responsibilities including staffing, systems, budget management, vendor management, expenses reconciliation, debriefing, and reporting.

- Management of marketing initiatives, communications, stakeholder plans, and execution of digital plans.
- Development of digital engagements including responsive websites, app development, audience engagement, VR/AR, AI, and interactive experiences.

April 2014 - February 2016 - FreemanXP - San Francisco, Ca.

Digital Operations Manager

Development of programs and implementation of digital experiences for clients' events. Department management on all operational and financial processes.

- Research and development of technologies and platforms for internal/external solutions and operations.

July 2010 – April 2014 – Kaiser Permanente, IT – Oakland, Ca.

Innovation Business Consultant Lead (Innovation & Advanced Technology)

Develop strategies and implementation of controls to manage the execution of deliverables and project management.

- Design and produce strategic corporate events, venue management, operations, and on-site event management. Manage internal and cross-organization events and conferences. Manage the design, concept, and implementation of state-of-the-art interactive media activations.
- Support the development of IT strategies and stakeholder management plans for approval by KP BOD.

June 2009 - March 2010 – MacFarlane Group – Union City, Ca.

Project Manager

Overseeing multiple strategic projects. Strong business development involvement with operational plans and new strategies for the company's P&L. Supported several complex projects for diverse departments from the early stages of development until implementation and management approval.

June 2007 - September 2008 – Richard MacDonald Fine Art – Carmel, Ca.

Project Manager

Liaison between internationally renowned figurative sculptor-owner Richard MacDonald and galleries. Prioritized new projects and activities with the management team and CEO to develop new business development strategies.

- Project Manager overseeing development and construction of new galleries. Supervised the hiring process of GC and subcontractors. Supported the development of marketing materials for new product launches.
- Managed Las Vegas Fine Art Gallery grand opening launch and special events planning at Bellagio.

April 2000 – June 2007 – MacFarlane Group – Union City, Ca.

Project Manager

Responsible for project management in the areas of Procurement, Planning, Distribution, and Analytics. Assisted with plans to achieve the sales and savings results budgeted by the president and Head Office. Company set-up and operations start-up for a new facility in Mexico, translating to \$2 million worth of sales in 2006.

EDUCATION

Bachelor of International Business Administration – Universidad Panamericana Guadalajara, Mexico.

Certified Personal Trainer - National Academy of Sports Medicine