

RICK SANCHEZ

rick.sanchez@mac.com
210.912.0875
1101 Shoal Creek Blvd #3
Austin, TX 78741

Innovative marketing leader with over 16 years of brand design, content development, and audience building experience. Extremely passionate about telling an organization's story with strategic engagement and long-lasting connections that elevate a brand in their industry and community. Skilled at creating and managing effective marketing plans with measurable results that boost consumer acquisition and retention.

HIGHLIGHTED CAREER SKILLS:

- Integrated Marketing & Multi-Channel Campaigns
- Strategy, Planning, & Analytics
- Budget & Forecasting
- Brand Development & Management

EXPERIENCE

MARKETING & OUTREACH MANAGER (Full-time) 2021
THE TRAIL FOUNDATION | AUSTIN, TX

Manage all owned-channels of marketing (digital, social, web, and email), for all areas of The Trail Foundation (TTF), including Development, Programming, Events, Volunteering, Capital Projects, and Ecological work. Maintain a community engagement lens when working on all projects and events for TTF. Work closely with outsourced firms for Community Engagement research, PR consulting, and DEI Consulting. Liaison to the TTF Marketing & Outreach Committee, collect and present data for the Marketing Committee. Plan and manage all events for programming and fundraising.

- Community Engagement
- Reporting & Analytics for Social Media and Email
- Brand Development
- Community Impact Reports
- Owned-Channel Marketing
- Marketing Strategies, Tactics, and Campaigns
- Email Marketing
- Event Management
- Brand Management

Achieved Results: Recently reached over 10,000 followers on Instagram with a successful giveaway campaign. Elevated brand quality and awareness with development of new branding for programming and events.

MARKETING COORDINATOR (Full-time) 2020
SNAP KITCHEN | AUSTIN, TX

Major projects include email marketing, focusing on acquisitions and retention of subscriptions. Building and managing an integrated marketing plan with multi-channel campaigns. Work efficiently with cross-functional teams, including culinary, sales, and analytics; as well as managing and coordinating external/outsourced marketing ad agencies for brand development and paid advertisement. Keep track of specific KPI metrics on work performed and project performance.

- Subscription Launches
- Marketing Campaigns
- In Home Experience (Unboxing)
- Video & Photography
- Email Marketing
- Email Reporting & Analytics
- Email Automation
- Brand Management
- Strategic Marketing
- Content Builder

Achieved Results: Within the first four months, led a successful email and social media campaign that acquired 1,000 new meal subscribers in one week – the most successful week in the company's history.

SENIOR MARKETING MANAGER (Full-time)

2015 – 2020

ZACH THEATRE | AUSTIN, TX

Project managed all marketing projects, including creating and building marketing strategies and campaigns, plus design support. Worked with cross-functional teams, including sales and analytics, executive, education, and development at ZACH, plus external public relations and digital ad agencies. Organized and facilitated weekly and monthly meetings on planning and reporting. Extremely analytical with skill sets that translate quantitative and qualitative information and data into marketing strategies. Led the organization in multiple community collaborations with special events that partnered with many diverse organizations in the city, including those of minority and from the LGBTQIA+ community.

- Email Marketing
- CRM Management
- Budgeting
- Special Events
- Marketing Campaigns
- Media Buying
- Reporting & Analytics
- Community Outreach
- Print & Digital Ad Buying
- Social & Owned Media
- Subscription Launches
- Brand Management

Achieved Results: Worked with multiple marketing campaign budgets (averaging \$85k) with a set goal (averaging \$700k) Achieved goals and usually exceeding gross revenue (averaging \$750k).

MARKETING & PR STRATEGIST (Consulting)

2019 – PRESENT

UNCLE JESSE'S BBQ & CATERING | SAN ANTONIO, TX

Family-owned startup. Local food truck and catering business in San Antonio, TX. Logo and brand management. Management of social media, PR, and marketing plans and strategy in coordination with the owner. (@unclejessesbbq)

BRAND MANAGER (Part-time)

2013 – 2016

THE PUBLIC THEATRE OF SAN ANTONIO | SAN ANTONIO, TX

Designed and maintained the brand integrity of The Public Theatre of San Antonio. Graphic design projects included: Annual membership and season brochures, creation of original show logos, internal education logos, Illustrator and Photoshop designs for marketing productions. Previous position: **Marketing and Development Coordinator**.

CREATIVE (Full-time)

2010 – 2015

APPLE, INC. | SAN ANTONIO, TX

Excelled in customer experience. Lead facilitator and trainer in the Consumer Training Program (One to One). Onboarded employees for the training program and managed the program. Previous positions: **Specialist** and **Family Room Specialist**

MARKETING CONSULTING + DESIGN (Freelance)

2006 – PRESENT

RS DESIGNS | SAN ANTONIO, TX

Freelance marketing consulting and graphic designer helping non-profit organizations, art organizations, and small businesses with their marketing and brand development needs.

EDUCATION

BACHELOR OF ARTS IN MUSIC with Marketing for Music emphasis

UNIVERSITY OF TEXAS AT SAN ANTONIO

SKILLS

GRAPHIC DESIGN/VIDEO

- Illustrator
- InDesign
- Photoshop
- Acrobat Pro
- Final Cut Pro

EMAIL, CRM, ANALYTICS

- Mailchimp
- Tessitura
- WordFly
- Sailthru
- Google Analytics

WEB DESIGN

- Wordpress

OFFICE

- Google Suite
- Microsoft Office Suite

PROJECT MANAGEMENT

- Asana
- Basecamp
- Smartsheets
- Active Collab

COMMUNITY

MARKETING COMMITTEE MEMBER

AGLIFF – AUSTIN GAY & LESBIAN INTERNATIONAL FILM FESTIVAL

2020 – PRESENT