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## Top Skills

Digital Marketing  
Marketing  
Marketing Strategy

## Certifications

Writing to be Heard on LinkedIn

## Honors-Awards

Oracle 1996 Vice President's Award  
Excellence in Achievement Award  
Special Virtual Team Award  
Interviewed for "Marketing Gurus Secrets" publication  
Above & Beyond Award

# Anthony Sanchez, Marketing Visioneer

Marketing Executive & Advisor | I Help CEOs Uncover & Leverage Powerful Value Propositions to Accelerate Business Growth  
United States

## Summary

I know how to grow companies. I do this expertly, and throughout my career, I've grown companies at every stage, from startups to enterprise. My personal brand is growth – it is what I am known for, what I strive for, and what I have the most experience in. I grew a technology company from \$1M to over \$5M and an IT security company from \$150M to \$350M, both in under three years.

As a Marketing Strategist, I've spent over 20 years mastering how to achieve higher revenue and faster growth by leveraging market research and analytics to deeply understand and better communicate with customers, which leads to better engagement, acquisition, expansion, and retention.

**\*\* I WANT TO HELP YOU GROW YOUR BUSINESS! \*\***

Your first step to growth is getting a 'Quick Marketing Audit' or 'Marketing Strategy Session' with me here: <https://calendly.com/anthonysanchez/strategy>

- > Want higher search engine rankings?
- > Want higher visibility for your company, brand, website, products, and services?
- > Want higher traffic to your website and landing pages?
- > Want higher quantity and quality of leads?
- > Want higher conversion to sales rates?

Here are some of the SECRETS I've used to grow companies

- + Better Strategic Vision & Planning
- + Better SEO Research
- + Better Value Proposition & Messaging Development
- + Better Ad, Email, Website, & Asset Writing

- + Better Testing, ROI Tracking, Analytics, & Conversion Rate Optimization (CRO)
- + More Inspired Teams

#### Digital Marketing Specialties:

- Digital Marketing
- SEO Strategy
- SEM, PPC, Google AdWords Management
- Social Media Marketing
- Facebook Advertising
- Advertising, Branding
- Video Marketing
- Demand Generation
- Lead Generation
- Marketing Automation (Marketo, SharpSpring, Infusionsoft, HubSpot, MailChimp, Salesforce)
- Email Marketing
- Writing, Copywriting, Collateral
- PR, AR
- Website Development
- E-Commerce Conversion Optimization
- Channel/Partner Marketing
- Data Analytics
- Speaker, Trained over 3,000 in marketing

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## Experience

### Negotio.io

Chief Marketing Officer | E-Commerce Marketing | Entrepreneur

April 2019 - Present

Greater Denver Area

We are revolutionizing the way merchants sell and the way consumers shop!

Shoppers love deals. With the Negotio App on Shopify.com, merchants can give every shopper a custom deal every time.

Price is the most important factor in a buyer's decision, yet e-commerce platforms have not provided merchants with an effective way to automatically

and instantly negotiate a PRICE individually with buyers on specific items...that is, until now.

Using advanced AI, Negotio enables shoppers to engage with the store, make an offer, receive an immediate response for a great deal, and then complete their purchase on the same website, instead of leaving to another store in search of a better price.

Store Owners/Merchants/Sellers: sell more and sell faster with Negotio - find out more or get a free trial at: <https://apps.shopify.com/negotio>

Shoppers/Consumers/Bargain Hunters: If you want a great deal every time you shop, visit our directory of stores page <https://negotio.io/shop-directory/> to find stores that allow you to Make Your Offer Now!

### MarketingVisioneer

Executive Marketing Coach | Strategic Marketing Advisor | Startup Consultant | Entrepreneur

July 2008 - Present

Greater Denver Area

I've coached hundreds of CEO's, Founders, and Entrepreneurs over the last 15 years to help them envision how their marketing strategy profoundly affects everything about their new company/products/services.

I highly encourage founders to speak with me BEFORE the product or service is even created if possible, or as early as possible. Your target audience may determine how the product is developed, designed, priced, launched, named, and so many other factors.

Before you get too far in the process, please book a complimentary strategy session with me (<https://calendly.com/anthonysanchez/strategy>) so we can understand your audience, your market size, marketing timing opportunities, competitive scenarios, and financial model to make sure your investor pitch and projections are realistic and impressive.

### DigitalMarketingSEO.co

Digital Marketing Consultant | SEO Strategist | Entrepreneur

February 2007 - Present

Greater Denver Area, CO

I focus on high-growth marketing & lead generation strategies that deliver revenue. The "First Secret to Client Success" is uncovering the most powerful VALUE PROPOSITIONS. After this, everything else falls into place. I then leverage these Value Props with effective messaging, smart content strategy, high-converting landing pages, customer-centered websites, efficient SEO strategy, and robust technologies that generate massive leads for my clients.

After spending tens of millions of marketing dollars while working in Fortune 500 and early-stage companies...I know what works...and what does NOT.

If you want a world-class marketing strategy that leads to a better brand, higher visibility, more traffic & leads, and higher conversions and revenue, then contact me today for a Marketing complementary Marketing Strategy Session to help you better understand your most powerful Value Propositions and where your revenue opportunities are: [\\*\\*\\*https://calendly.com/anthonysanchez/strategy\\*\\*\\*](https://calendly.com/anthonysanchez/strategy)

Marketing Services we offer:

- Marketing Strategy Development & Marketing Plans
- Marketing/SEO Audit
- Marketing Coaching
- Google Ads Management (PPC/SEM)
- Strategic SEO
- Website Creation & Redesign
- Content Writing (web copy, reports, blog posts, presentations, case studies, etc)
- Landing Pages/Sales Funnels
- Email Nurturing Campaigns
- Marketing Automation implementations
- Social Media Marketing
- Marketing Coaching & Consulting
- Ad Campaign Development & Management
- Mobile App Development
- PR
- Local Marketing
- Video Marketing
- Analyst Relations
- Product Launch
- Event Marketing
- and much more...see our website at [DigitalMarketingSEO.co](http://DigitalMarketingSEO.co)

## CustomersFirst Now

Vice President of Marketing | Digital Marketing Strategy | Marketing Executive

January 2017 - October 2019 (2 years 10 months)

Englewood, CO

Customer Experience is becoming the most critical market differentiator for every company. Every marketer needs to understand the holistic impact of the entire customer experience, as well as employee experience, to ensure long-term brand and corporate success.

Developed and executed marketing strategy focused on demand generation for both CX Consulting Services and for award-winning CX Optimization software. Developed content marketing strategy, digital marketing strategy, go-to-market strategy, and event strategy. Implemented successful growth systems including Marketing Automation system, inbound content marketing system (wrote, edited, and designed landing pages, downloadable assets, articles, reports, collateral, press releases, slide decks, and nurturing campaigns), and online advertising & SEO systems (website, AdWords, Moz, SEMRush, MailChimp, eGrabber, LinkedIn). Achieved annual lead goal within first 8 months. Recipient of "Above & Beyond" Award.

- Increased Click-through conversion rates over 240%
- Increased website visitors, leads, demos, and trials by 10x
- CFN Insight™ recognized by as a leader in the CX Journey Mapping category
- CFN Insight™ Journey Mapping software awarded "Customer Excellence" finalist by Ventana Research

## XTIVIA, Inc.

Director of Marketing | Digital Marketing Strategist

September 2015 - October 2016 (1 year 2 months)

Greater Denver Area

Brought in as first professional marketing executive to design strategy, build department operations, and increase lead generation. Actively manage Google AdWords, Bing Ads, write press releases, website content, and implement SEO best practices.

- Increased overall traffic 67% in 6 months
- Increased paid ad ROI by 75% in first 6 months by leveraging effective re-marketing campaigns

- Increased paid search ad CTR 109% in 6 months
- Increased leads 121% in 6 months
- Reduced average CPC by over 30% in first 6 months
- Rebuilt website resulting in higher pages per session, session length, and conversion rates

## Marketing Club Denver

Marketing Consultant | Executive Marketing Coach | Speaker | Trainer | Entrepreneur

August 2008 - November 2012 (4 years 4 months)

Greater Denver Area, CO

As a master networker and Executive Marketing Coach, I trained over 3,000 small business owners globally on how to better market their business for growth. I wanted to stop the same mistakes that were being made over and over by small business owners who wasted so much money on failed marketing attempts.

I built up a large group of business owners in the Denver Metro who are part of this learning and networking experience, and who rely on me to distill all the marketing methods and technologies into what works and how to make it work.

## Waterford Technologies

Vice President of Marketing | Digital Marketing Strategist | Product Marketing

April 2004 - December 2006 (2 years 9 months)

Irvine, CA

As a key executive team member, utilized proprietary innovative marketing methodology to shape corporate strategic directions, implement go-to-market strategies, and help grow company revenues over 300% during my tenure. Led marketing team in creating effective marketing programs such as market research, brand advertising, lead generation, SEO management, event management, PR, AR, website and creative development that produced extraordinary results with minimal budget.

- Increased revenue significantly by increasing leads 500% in first year
- Expanded product line from two to eight offerings and launched five websites in first six months
- Optimized SEO and Pay-Per-Click campaigns from a senior management perspective
- Published numerous ads and bylined articles in national trade publications such as Network Computing, IT Architect, Windows IT Pro, and National Law Review

## Rainbow Technologies

Director of Digital Marketing | Marketing Automation Director | Product Marketing

August 2002 - April 2004 (1 year 9 months)

Irvine, CA

Initiated a real transformation within the company through aggressive and innovative methodologies for market expansion, brand leadership, lead generation, customer retention, and community development that led to incredible results in the first year. Effective management of web development, creative design, channel & automated marketing campaigns sustained extraordinary company results, leading to company acquisition.

- Increased lead generation 300%, and reduced average cost per lead by 35%
- Increased community base over 1,000%
- Increased website visitors by 50%, greatly improved corporate image and SEO results through successful re-design
- Strategically expanded global market reach by translating main website and collateral into 9 languages
- Launched global Channel Partner Program

## UBM Tech

Director of Digital Marketing | Internet Strategy | Advertising & Branding  
2000 - 2002 (3 years)

Irvine, CA

Developed long term marketing strategy for online and print subscriber base using innovative marketing methodology. Implemented broad range of marketing activities including multi-million dollar national advertising and branding campaigns, internal sales promotions, tradeshow logistics, media sponsorships, primary marketing research and focus groups. Managed marketing staff, led remote technical developers, advertising agency and numerous vendor relationships.

- Improved brand image by authoring and art directing all internal and external collateral, press releases, print advertisements, online advertisements and event signage
- Led creative design, development and usability of the ChannelWeb websites.
- Conceived of and managed new revenue generating web based services from conception to roll out
- Increased page views by 50% and subscriber base over 100% on CRN and VARBusiness

## Oracle

## Sr. Digital Marketing Program Manager

1995 - 2000 (6 years)

Redwood Shores, CA

Total marketing responsibility for Oracle's Support Division, a \$1 billion business unit. Acted as technology strategic planner, marketing communications designer, and manager of web applications development and user interface design. Responsible for creating brand goals, content messaging within all advertisements, collateral and websites for division's services and products.

- Played instrumental role in success of industry-leading, technical support self-service website OracleMetaLink, one of the most cost-effective and active sites on the corporate domain
- Recipient "Special Virtual Team Award" for OracleMetaLink web redesign, "Excellence in Achievement Award" and recipient of "1996 Vice President's Award" for overall achievement and leadership

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## Education

Stanford University

BA, Organizational Behavior

Stanford University Graduate School of Business

Courses in Leadership, Organizational Culture