

Anthony Sanchez

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VICE PRESIDENT OF MARKETING

Marketing & brand strategist, performance marketer, content expert, and conversion scientist with more than 20 years of driving revenue growth through leveraging leadership, technology, and best practices.

- **Fortune 500 Marketing Leader:** Embodies a dynamic, high-energy, hands-on, collaborative style with exceptional ability to influence engagement, inspire teams, and achieve buy-in for the strategy at all levels.
- **Revenue Engine Builder:** Laser-focused on strategies to develop and implement conversion optimization, A/B testing, marketing automation, nurturing campaigns, lead funnels, content marketing, and e-commerce revenue.
- **Innovative Digital Marketing Technologist:** Intelligently leverages marketing and sales technology solutions, external databases, metrics & ROI tracking, analytics, and business intelligence for maximum **optimization and growth**.

PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF MARKETING

Jan 2017 – Oct 2019

CustomersFirst Now

(CX Consulting & Software)

Developed and executed omni-channel marketing strategy focused on demand generation for both CX Consulting Services and for **award-winning** Journey Mapping SaaS 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.

7,210 ↑	328% ↑	1,163%	155%	322% ↑
Followers 5 in months	Paid Ad CTR	Marketing ROI	Lead Goal	Search Visibility

DIGITAL MARKETING STRATEGIST

Feb 2007 – Dec 2016

Leverage Digital Marketing (formerly Marketing Visioneer)

Leveraged marketing career expertise and founded agency to develop **Marketing Blueprints for Growth™**, a proprietary methodology that accelerates business expansion through strategic analysis, planning, and execution. Led clients in high-value marketing strategy development, effective deployment, best-practices execution, and technology integration culminating in successful growth for multiple clients.

121% ↑	109% ↑	75% ↑	67% ↑	3,000 +
Lead Growth	Paid Ad CTR	Ad ROI	Traffic Growth	Businesses taught

DIRECTOR OF MARKETING

Sep 2015 – Oct 2016

XTIVIA, Inc.

(Consulting Services. \$30M)

Embraced the challenge as the company's first Marketing Executive supporting five product lines. Created full offline and digital marketing strategies, established functional operations, and gained alignment with corporate vision. Actively managed digital marketing strategy including SEM AdWords, HubSpot, SEO, and website. Rebuilt website resulting in higher pages per session, session length, and conversion rates.

225% ↑	159% ↑	68% ↑	60% ↑	20% ↓
Paid Ad Leads	Paid Ad CTR	Organic Traffic	Lead Growth	Avg CPC

Strategic Marketing, Marketing Communications, Demand Generation, Market Research, Messaging, Competitive Positioning, Conversion Rate Optimization (CRO), Copywriting, Email Marketing, Public Relations, Analyst Relations, Agency Management, Art Direction, SEM, SEO, PPC, Social Media Marketing, Web Development, E-Commerce Optimization, Google Analytics, Customer Experience Usability, Professional Speaker

VICE PRESIDENT OF MARKETING

Apr 2004 – Dec 2006

Waterford Technologies

(Email Archiving SaaS. \$5M)

As a key **executive team member**, utilized proprietary **marketing methodology** to shape corporate strategic directions, implemented go-to-market plans, and helped **grow company revenues over 1,000%**. Led marketing team in creating effective marketing operations, market research, advertising, lead generation, PR, AR, website and creative development that produced **extraordinary results with minimal budget**. **Published numerous ads and bylined** articles in national trade publications such as *Network Computing*, *IT Architect*, & *Windows IT Pro*.

1,000%	500% ↑	400% ↑	5 ↑
Revenue	Leads	Product Offerings	Website Launches

DIGITAL MARKETING DIRECTOR

Aug 2002 – Apr 2004

Rainbow Technologies

(Security Solutions. \$140M)

Enthusiastically initiated digital marketing transformation, created strategic plan and implemented aggressive and innovative marketing methodologies that led to **extraordinary lead growth**. Highly successful use of marketing automation solution that ultimately led to company acquisition.

- **Strategically expanded global market reach** through web content and collateral translation (nine languages)
- **Art directed, wrote and edited** websites, collateral, white papers, presentations, and mass emails, as well as ads in major publications such as *Network Computing*, *Secure Enterprise*, and *VAR Business*
- **Launched** global Channel Partner Program

110,000 ↑	400% ↑	35% ↓	10 ↑
Prospects in 1 yr	Leads	Cost per lead	Website Launches

DIRECTOR OF DIGITAL MARKETING STRATEGY

Mar 2000 – Apr 2002

CMP Media (UBM)

(Publishing Company \$150M)

Orchestrated multi-million dollar national advertising and branding campaigns, promotions, trade shows, media sponsorships, and focus groups.

- Led **creative design**, development, and greatly improved **usability** of the ChannelWeb websites
- **Increased page views by 50%** and **subscriber base over 100%** on *CRN* and *VARBusiness*

SENIOR MARKETING PROGRAMS MANAGER

Feb 1995 – Mar 2000

Oracle Corporation

(Software Company. \$10B)

Directed \$1B business unit in marketing strategy, planning, and execution. Designed marketing communications, website UI, advertisements, collateral, and content messaging.

- Developed award-winning self-service website *OracleMetaLink*
- Recipient of **“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

EDUCATION

STANFORD UNIVERSITY, BA, Organizational Behavior, Stanford, CA. Courses in Statistics, Economics, Computer Science.

“As a Marketing Expert, when I present a strategy supported by data, everyone understands the value-add. This is what sets me apart from other marketing professionals – my strategic approach, technology skills, and ability to translate a compelling data-story.”