



# Carlos Sánchez

DIGITAL PROJECT MANAGER

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## Work Experience

**Digital Project Manager**      **Aspermont Media, UK**      2018 Sep - Present

- Defining and identifying the company digital products through distinct customer and business need.
- Leading cross-departmental collaborations and liaising with external suppliers to help create, manage and deliver our media products range, from technical and design brief development to product launch.
- Formal management of projects related to digital publishing and industry events with budgets in excess of £500k

**Senior Project Manager**      **Wunderman\MSC, CZ**      2018 Jun - 2018 Sep

- Coordinating web development, creative and social media projects.
  - Owning the full coordination of various complex programs, including third-party vendors, assuming global governance across all the hubs of the company network.
  - Developing business proposals and creating pitches, up to 800k €/year.
- Main clients: Nestlé, the EU.

**Account/Project Manager**      **Wunderman\MSC, CZ**      2017 Aug - 2018 May

- Developing and maintaining project plans and project scope.
  - Budget management (<400k €).
  - Building trust and develop, maintain, and nurture a steady relationship with the clients.
  - Coordinating and collaborating with the internal Wunderman teams, client and vendors.
- Main clients: Nestlé, the European Commission, GSK, Colgate.

**Web Optimization Manager**      **Wunderman Production, CZ**      2016 Nov - 2017 Aug

- Designing successful website experiences that will help our client's ROI.
  - Creating, accepting and clarifying service portfolio in detail to current or new clients.
  - Researching, designing and implementing A/B tests and user experience targeting activities.
- Client: Ford of Europe.

**Modern Events Team Lead**      **Wunderman Production, CZ**      2016 Jan - 2016 Oct

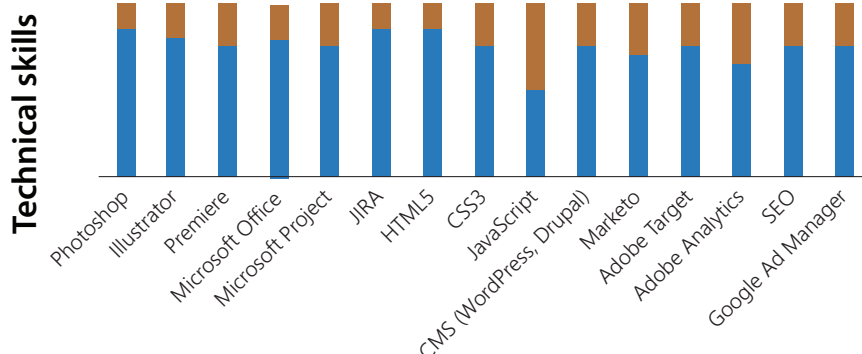
- Leading and managing a team of 19 Execution Specialists, on-shore and off-shore.
  - Creating and maintaining marketing nurture streams for Microsoft on a worldwide scale.
  - Mentoring and training the team to meet the needs of the business.
- Client: Microsoft.

**CEE Digital Project Manager**      **Wunderman Production, CZ**      2015 Aug - 2015 Dec

- Preparing and distributing all needed assets within the different teams (digital, execution and data) to ensure consistent, well organized digital operations across the CEE region.
  - Creating and testing the master HTML files for email campaigns to be localized.
  - Producing and managing the content requirements for digital channels
- Client: Microsoft.

**Service Account Manager**      **MSC, CZ**      2015 Febr - 2015 Aug

- Maintaining sub-hub relationship for the projects run by Microsoft Spain, Ireland and Slovakia.
  - Creating effective partnerships between the stakeholders and the production teams.
  - Advising and supporting any business needs.
- Client: Microsoft.



## Summary

Multimedia savvy, I have developed my career in both media and creative agencies. I have created, organized and coordinate a large amount of websites, digital campaigns, and feature film projects.

I consider myself a forward-thinking media professional with over 5 years' international agency and client side experience offering a unique combination of creativity and organizational skills with the ability to provide excellent customer service and manage both development and creative processes.

## Education

### Web and Video Design

**Masters Degree**      2012  
Inst. Artes Visuales (Spain)

### Film and Media Studies

**Masters Degree**      2003 - 2008  
Universidad de Sevilla (Spain)

### Video Games Development

**NVQ Level**      2011 - 2012  
CEA (Spain)

### Virtual Reality Automated Systems

**NVQ Level**      2011  
Artes Escénicas y Audiovisuales (Spain)

## Languages

**Spanish**      Native speaker

**English**      Full professional proficiency

**French**      Limited professional proficiency

**Czech**      Elementary proficiency

## Soft skills

