

Eric J. Sanchez

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SKILLS:

PHOTOSHOP	● ● ● ● ○
ILLUSTRATOR	● ● ○ ○ ○
INDESIGN	● ● ● ● ○
HTML	● ● ○ ○ ○
CSS	● ● ○ ○ ○
LOOKER	● ● ● ○ ○
MIXPANEL	● ● ● ○ ○
MAC OSX	● ● ● ● ●
AGILE DEV.	● ● ○ ○ ○
PROJECT MANAG.	● ● ● ● ○
PHOTOGRAPHY	● ● ● ● ○
TRAINING & DEV.	● ● ● ● ○
PARALLEL PARKING	● ● ● ● ●
COOKING	● ○ ○ ○ ○
"THE OFFICE" TRIVIA	● ● ● ● ●

ABOUT ME

I'm an entrepreneur. I'm curious and have a "work it through" attitude to get things done, while learning and growing along the way. With a passion for helping others, I believe connecting with people is one of my greatest assets with a strong ability to communicate across organizations, both internally and externally.

EDUCATION

- 17 Redwood Code Academy
Front End Web Development
- 03-07 Bachelor of Art
California State University Long Beach

EXPERIENCES

17-18 Happy Money Inc. // Associate Product Manager (Joy App)

- Developed and maintained processes for reporting key product feedback to the product team from the App store, emails, online comments and social media.
- Helped build and maintain referral program for the Joy app.
- Assisted in customer development initiatives - recruiting and audio facilitation.
- Built document requirements for push notification and analytics tracking for the Joy app.
- Managed reporting tools for app acquisition, funnel conversion, engagement and KPI's using Looker and Mixpanel.
- Assisted in the development of email campaigns for Joy acquisition and push notifications for the app.
- Created and maintained the customer communication hub, including inbound email, knowledge base, and live chat.
- Assisted development team with UAT and QA for Joy releases.

15-17 Happy Money Inc. // Member Engagement Lead

- Key role in member path to mitigate default payments and risk.
- Utilize internal tools and personality to build meaningful customer relationships & experiences.
- Proactive outreach to over 500 members to stay on track/the path for Payoff and/or return to it.
- Constant feedback loop to engineering and design to further improve process, product and design.

13-15 Super Color Digital // Toyota Project Manager/ Designer

- Liaison between the customer, the account executive and cross functional Supercolor teams.
- Responsible for creative brief and proposal writing, generating and supporting end to end solutions.
- Collaborated with graphic designers and prepress operators to create and finalize all deliverables to clients.
- Art directed and coordinated over 25 custom projects for Toyota dealerships across the US.

11-13 Oakley // Visual Merchandising/ Branding Project Manager

- Integral role in ensuring customers experienced the authentic Oakley story in the retail and wholesale channels.
- Designed, presented and implemented concepts for new store openings, special projects, and flagship concepts while ensuring all merchandising and brand objectives were met.
- Art directed and ensured all retail window campaigns and in store Point of Purchase marketing material were within brand guidelines and told a story that our customers could connect to.
- Created merchandising directives involving window campaigns and in store marketing for the retail field.

07-11 Apple Inc. // Creative - Training & Development

- Facilitated personal training and in-store workshops.
- Consistently rated 'Significant Contributor' by store leadership and recognized as a leader among peers.
- Organized and lead the GYO (Grow your own) program, which helped more than 20 employees become Apple Certified trainers.
- Facilitated off-site workshops of 25+ people, along with management training.
- Assisted management with staff scheduling, along with planning and staffing special workshops.