

# Nina Sanchez

MARKETING  
DESIGN MAVEN  
CREATIVE DIRECTION

NINA-SANCHEZ.COM

## EXPERIENCE

SEPT 2023 - PRESENT

### CREATIVE DIRECTOR, CONSUMER REVENUE

THE BUSINESS JOURNALS | CHARLOTTE, NC

- › Lead creative for multichannel design efforts in consumer revenue strategies across 45+ markets
- › Developed AI-integrated products & subscription tools
- › Launched & Produced Member-Only Webinar Series
- › Oversaw app design, UX and performance optimization
- › Managed vendors, marketing and brand consistency across digital & print assets

AUG 2021 - SEPT 2023

### SR. GRAPHIC DESIGNER & PROJECT MANAGER

THE BUSINESS JOURNALS | CHARLOTTE, NC

- › Managed new product launches & a small team
- › Ensured consistent branding and design alignment across departments
- › Collaborate with other departments to meet their design needs

APR 2019 - PRESENT

### GRAPHIC DESIGN & PRODUCTION MANAGER

THE BUSINESS JOURNALS | CHARLOTTE, NC

- › Designed high-impact assets for audience marketing & sales enablement
- › Led digital ad campaigns, video production & multichannel design efforts

JAN 2019 - APR 2019

### DESIGN CONSULTANT

ROBERT HALF | THE CREATIVE GROUP | CHARLOTTE, NC

- › Specialized in branding, iconography, motion graphics and visual strategy

AUG 2017 - AUG 2018

### JR. ART DIRECTOR

COMPANY MAN STUDIOS | TAMPA, FL

- › Directed photo/video shoots and crafted brand identities
- › Developed customized WordPress sites (HTML/CSS) and packaging for launch
- › Led social media and client-facing consultations

## SKILLS

### CREATIVE

BRANDING & IDENTITY  
MOTION GRAPHICS  
UI/UX  
DIGITAL & PRINT CAMPAIGNS  
STORYBOARDING  
TYPOGRAPHY  
DATA VISUALIZATION  
WIREFRAMING & PROTOTYPING  
COLOR THEORY

### TOOLS & TECH

FIGMA  
HUBSPOT  
WORDPRESS  
SYNTHESIA AI  
FIREFLY  
MIDJOURNEY  
CHATGPT  
DALL E  
GOOGLE ADS  
HTML/CSS (BASIC)  
ADOBE CC

Ai Ae Id Ps

### PROFESSIONAL

PROJECT MANAGEMENT  
VENDOR COORDINATION  
MARKET STRATEGY  
MARKETING AUTOMATION  
TEAM LEADERSHIP

## EDUCATION

UNC CHARLOTTE CLASS OF 2016

BACHELORS OF FINE ARTS

PRIMARY STUDY: Graphic Design

SECONDARY STUDY: Art History + Journalism