

ABRAHAM SANCHEZ / Developer / Designer / Marketer



501-209-0447



North Little Rock AR, 72116



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www.abe-sanchez.com

Technical skills

Web Development (17yrs) Google Analytics
WordPress (13yrs) Google Ads
eCommerce Call Tracking
Hand-coded HTML / CSS Google Search Console
Affinity Designer Google Tag Manager
Illustrator / Photoshop / Email Marketing
InDesign Microsoft Office
Bootstrap / Foundation /
jQuery

Related experience

Mass Enthusiasm - Agency - Web Developer
2009 - 2011

Arkansas Web - Agency Web Developer
2007 - 2009

UALR Computing Services - Web Services
2004 - 2007

Education

Self-taught Hand-Coder

If I don't know it, I will learn it
2004 - present 18yrs

University of Arkansas at Little Rock
Computer Science - Information Technology
2004 - 2007

Bachelor of Arts in ASL Interpretation
2004 - 2007

Mt. Ida High School, Mt. Ida, Arkansas
High School Diploma
2003

Professional references

Tony Gschwend

Web Developer / Programmer - Ron Sherman
Advertising
501.581.7887

Kevin Spangler

CEO - ProTip Digital Marketing
501.247.9222

Chris Beniche

Sr. Consultant - Windstream
501.353.3166

Employment history

Ron Sherman Advertising

Director of Client Services / Web Director

February 2021 - Present

- *Everything also listed in the below Ron Sherman Advertising job listing.*
- TV Media Buying, schedule creation & station relationships.
- Create documentation for media & web processes. Help implement the new processes across departments.
- Keep clients up-to-date on current advertising, media buying & budget management.

Windstream Enterprise

Digital Marketing Staff Manager & Sr. Marketing Consultant

September 2017 - January 2021

- Manage multiple department projects & quarterly sprints. Delegate tasks to the Web Development team.
- Work with agencies to develop an Account Based Marketing program to develop a campaign that targets ideal customer profiles.
- Manage and collaborate with the Enterprise & Wholesale departments to keep the website content, advertising and brand aligned.
- Create better conversion funnels, calls-to-action & lead generation direction to the web, social & graphic teams as needed.
- Align lead routing with multiple business units for multi-faceted campaigns & reporting.
- Develop National & Local SEO strategies to increase web traffic and rankings.
- Monitor site traffic & report as needed using MOZ, Google Analytics 360, Google Tag Manager, DataStudio & Google Search Console.
- Implement & troubleshoot front-end & backend website enhancements through a multi-dev environment for team review & core website updates.
- Monitor & generate reports for all inbound campaigns running through Vendors, Google AdWords, Social Platforms, Marketo and Salesforce.

Ron Sherman Advertising

Director of Web Development

April 2011 - September 2017

- Meet with clients to determine their website goals & to develop the best approach.
- Create and manage multiple websites, 80+, from conception to development. Designate tasks from discovery meetings to team members to meet strict deadlines & stay within budgets.
- Give creative direction to web designers, graphic designers, social media, developers & programmers as needed.
- Design website mockups. Code the front-end & back-end using WordPress or another desired CMS. Create custom WordPress plugins, themes & eCommerce functions.
- Create web graphics, ads, illustrations, brochures, branding packages, business cards, billboards, car wraps, apparel & newspaper ads.
- Implement SEO strategies for increasing traffic locally & nationally.
- Help monitor & report on digital campaign budgets & performance.
- Maintain client relationships to keep websites & social media accounts up-to-date.
- Manage Dedicated & Shared hosting accounts & manage client email accounts.