

SANTOS SANCHEZ

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BACKGROUND

Strategic and bilingual communications leader with over 14 years of experience building brand influence, recognition, and trust through data-driven, cross-channel campaigns. Proven expertise in digital marketing, multimedia production, and creative development tailored to diverse platforms and communities. Experienced at driving audience engagement by translating complex content into accessible, compelling stories. Skilled in leading cross-functional teams and managing deadline-driven projects from concept to execution across digital, broadcast, and print.

SKILLS:

- Creative Art Direction
- Campaign Strategy
- Project Management and Tracking
- Cross-Functional Collaboration
- Content Development
- Video, Print, Digital Production
- Digital Photography
- Cross-Functional Team Collaboration

EMPLOYMENT HISTORY:

**Marketing & Communications Project Manager, Office on Smoking and Health
Centers for Disease Control and Prevention (CDC) | Atlanta, GA | 03/2022 - Present**

As the Campaign and Creative Strategist, I lead the emotionally resonant, and evidence-based [Tips From Former Smokers®](#) campaign delivering **over 1 million** impressions and **765 million** video completions (**a 79% completion rate**) during the 2024 cycle.

- Lead the development, production and execution of multi-channel campaign assets, ensuring consistent brand integrity and message resonance across broadcast, streaming, digital, print, Out Of Home (OOH), radio, and Public Service Announcements (PSAs).
- Collaborate with evaluation teams to analyze campaign performance data and optimize creative strategy, media placements, and audience targeting around observances and public health priorities.
- Engage with internal and external partners (e.g., local health agencies, nonprofits) to expand campaign reach by promoting assets through their networks, and provide support through webinars and tailored technical assistance.
- Collaborate with internal cross-cutting teams including social media and web, evaluation, and subject matter experts to develop tailored, impactful visual assets (e.g., TV, streaming, digital and print campaign ads) in alignment with strategic goals and to amplify the work of the organization.

Communication Specialist and Graphic Designer, CDC's Division of Violence Prevention | 04/2019 - 03/2022

As a Communication Specialist and Graphic Designer, I translated complex scientific and public health content into compelling visual and narrative materials for diverse audiences across digital, social media, and print.

- Developed and executed promotion plans for scientific publications and social media campaigns to maximize reach and impact for new releases.

- Managed email marketing design and distribution of partner announcements via Adobe Campaign, reaching over 846 Violence Prevention partners nationwide.
- Designed digital assets for web, social media, and video, ensuring consistent brand aesthetics and messaging.

Video Producer, CDC's Office of Communications, Broadcast Team | 11/2016 - 04/2019

As a Video Producer I worked closely with clients to transform their vision into concept and final product, collaborating with video editors, sound engineers, camera operators, and animators to refine and elevate each video, ensuring a visually compelling and high-impact outcome across platforms.

- Lead the production, scripting, storyboarding, coordination, filming, and editing of video content to meet client needs.
- Advised internal teams and external production companies on translating scientific and public health content into [compelling videos concepts](#) tailored for key audiences.

Digital Content Specialist, Office of Communications

Pension Benefit Guaranty Corporation, Washington, DC | 01/2011 - 11/2016

As a Digital Content Specialist, my main role was to manage the full creative cycle, from concept through filming and editing, of [video content](#) for internal and external communications across web, social and digital channels.

- Designed digital and print advertisements, graphics, infographics, publications, and maps for the agency's public facing website, intranet, and social media, using Illustrator, InDesign, and Photoshop.
- Served as the agency's photographer for internal and external events, and communications.

EDUCATION

The Art Institute

AA in Graphic Design
Arlington, VA
08/2013 - 04/2015

Universidad del Sagrado Corazón

BA in Communications and Video Production
Minor in Photography
San Juan, PR
08/2006 - 05/2010

LICENSES & CERTIFICATIONS

University of California, Davis

Introduction to Google SEO
June 9, 2025