

JOSE M. SANCHEZ

Digital Marketing Content Writer | Financial Services Copy & CMS Management | SEO-Driven Content Strategy
(925) 915-9389 · San Ramon, CA · josesf1221@gmail.com · [LinkedIn](#) · [Portfolio](#)

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 7+ years of experience developing compliant, SEO-optimized digital copy for the financial industry, e-commerce, and social media. Proven expertise in CMS management (Shopify, Wix, WordPress, GoHighLevel), campaign copywriting, email strategy, and cross-channel content production. Adept at translating complex financial products into clear, action-oriented member communications, with a track record of meeting tight deadlines across multi-branch, high-volume environments. Fully bilingual in English and Spanish.

CORE COMPETENCIES

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| <ul style="list-style-type: none">• Digital Copywriting & Brand Voice• SEO Content Strategy & Optimization• CMS Management (WordPress / Wix / Shopify / GHL) | <ul style="list-style-type: none">• Regulatory Compliance & Disclosures• Email Marketing & Lifecycle Campaigns• A/B Testing & Performance Reporting | <ul style="list-style-type: none">• Cross-Functional Campaign Coordination• Content Audits & Landing Page Strategy• Bilingual Content (English / Spanish) |
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PROFESSIONAL EXPERIENCE

Marketing Specialist I (Contract) | *OE Federal Credit Union*

Oct 2025 – Present

Livermore, CA

- Managed digital asset production for monthly promotional marketing pieces displayed across 26 branches, including landing pages, digital signage, promotional banners and print materials ensuring 100% brand voice consistency, regulatory compliance, and the inclusion of required rate disclosures for all financial product content.
- Authored 1-2 monthly financial literacy and fraud awareness articles optimized for SEO and published via the OE Federal Web CMS, translating complex financial concepts into clear, actionable member education content aligned with credit union compliance standards.
- Developed and deployed segmented email campaigns, including newsletters, weekly promotions, sweepstakes announcements, and onboarding sequences for thousands of members, ensuring compliance with disclosures, links, segmentation logic, and multi-device rendering prior to deployment.
- Translated new and existing marketing materials for all branches into Spanish to support Latin member outreach, ensuring messaging accuracy, cultural relevance, and brand compliance across both languages.
- Collaborated with internal stakeholders, including the Business Development and Learning and Development departments, to develop and coordinate campaign materials for events and printed assets, consistently meeting deadlines in a dynamic, promotion-driven environment.

Digital Marketing Specialist (Part-Time) | *Mel's Roofing*

Mar 2025 – Present

Livermore, CA

- Directed a full website overhaul, including SEO-integrated landing page development and content publishing via the Wix CMS, successfully securing a first-page Google ranking in local search. This strategy drove a 35% increase in organic traffic, an 83% increase in site sessions, and a 15% lift in high-value bookings in a 30 days period (April 2026).
- Authored 1-2 weekly blog posts and targeted ad copy for East Bay homeowners, applying brand voice guidelines and local search best practices to generate a 41% increase in overall web traffic.
- Executed paid media campaigns across Meta and Google Ads, achieving a 15% increase in qualified leads through data-driven creative optimization and ongoing performance analysis.
- Produced 20+ aerial video reels and high-impact multimedia assets weekly, boosting social media engagement by 25% while supporting content audit initiatives to identify top-performing materials.

Digital Marketing & E-Commerce Specialist (Part Time - Remote) | *Valore Nostro*

Dec 2024 – Present

San Ramon, CA

- Architected the end-to-end launch of a Shopify store within a strict 30-day timeline, directing its SEO strategy to drive a sustained 215% increase in conversions and over 8,700 site sessions during its first year of operation.
- Developed targeted content strategies tailored to a specific, niche demographic, leveraging community-driven platforms (including specialized social media groups and subreddits) to organically capture high-intent audiences and drive qualified web traffic.
- Authored and deployed data-driven email campaigns and lifecycle marketing content, applying audience segmentation and A/B testing methodologies to deliver compelling, action-oriented copy.
- Managed digital content operations within the Shopify CMS, executing strict pre-publishing SEO protocols for all product pages. Optimized metadata, image alt text, and keyword structures to maximize search visibility.
- Designed 30+ high-converting digital marketing assets for cross-channel ad campaigns, ensuring strict adherence to overarching brand voice guidelines while engineering multimedia content that generated 16-20% higher engagement versus static communications.

Project Design Coordinator | *Poggesi — Global Luxury Brand*

Sep 2023 – Dec 2024

Panama City, Panama

- Coordinated end-to-end content and design production for 50+ luxury furniture and umbrella projects, developing 10+ high-quality visual presentations per week using Adobe Creative Suite and SketchUp while ensuring 100% compliance with international client specifications.
- Streamlined cross-functional workflows between design, production, and sales teams, reducing project turnaround time and improving client satisfaction across global accounts.

Digital Marketing Assistant | *Cello Square by Samsung SDS Global*

Oct 2022 – Sep 2023

Panama City, Panama

- Developed and managed 100+ digital content pieces for email campaigns and social media platforms across Latin American markets, increasing audience engagement by 35% and driving a 40% increase in customer interaction through data-driven content strategy.
- Executed 20+ paid social media campaigns via Meta Ads and Google Ads; conducted in-depth performance analysis and market research to refine strategies, improving conversions by 25%.

EDUCATION

Master of Business Administration (MBA), Project Management

Sep 2025 – Sep 2026

ADEN University

Bachelor's Degree in Marketing and International Business

2019 – 2024

Technological University of Panama

LANGUAGES & TOOLS

Languages: English (Full Professional) · Spanish (Native/Bilingual)

CMS & Marketing Platforms: WordPress · GoHighLevel · Shopify · Mailchimp · HubSpot · ahrefs

Creative & Analytics: Adobe Creative Suite · Canva · Google Analytics · Meta Ads Manager · Google Ads