

Didi Sanchez

DIGITAL MARKETING

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A dynamic and innovative professional with over seven years of experience in planning and executing comprehensive digital marketing strategies, storytelling, copywriting, and workshop facilitation for globally esteemed brands like Apple Inc, PepsiCo, and Fashion Week. A results-driven problem solver, who consistently leverages emerging trends and technologies to craft impactful solutions and deliver measurable success.

Education

2016 Diploma
Fashion Management
George Brown College

2020 Bachelor's Degree
Creative Industries, French
Toronto Metropolitan University

2024 Certification
Digital Art Production
Toronto Metropolitan University

Skills

- Content Creation - *statics / videos / 3D / websites / presentations*
- Platform Knowledge
- Market Research
- Adobe Creative Suite
- SEO

Languages

- English - Native
- Spanish - Native
- French - Advanced

Experience

2024 **Community Manager | Creative Strategist @ VaynerMedia**

Conducted in-depth market research to identify emerging trends and opportunities, leading to the launch of two viral social media campaigns for PepsiCo. Helped grow and engage an online community of 76K+ members by implementing strategic creative content, pushing brand partnerships and managing discussions across social media.

2019 - 2024 **Creative | Tech Sales @ Apple Inc**

On-site digital content creation using the newest technology in order to help patrons explore Apple's innovative ecosystem. Facilitated workshops and field trips for clients interested in the arts, technology and digital design.

2018 - 2019 **VP Marketing & Communications @ OLAS**

Led the communications and social media strategy for a community of 250 members. Produced weekly newsletters and increased Instagram engagement by 13% in the first four months.

2017 - 2018 **Creative Lead | Social Media @ Toronto Fashion Week**

Coordinated and wrote social media copy for fashion brands and global sponsors including Virgin Mobile, Lexus and Redken. Curated articles featuring fashion advice and industry trends, conducted thorough research, and interviewed designers while attending events, with the aim to create the most relevant content.