

Will “Topiltzin” Sanchez

Background Summary

- 17 years – Career Quality Management, Six Sigma methodology, Quality Engineer, FIA Inspector, Auditor.
- 12 years - Professional Artist, Event Manager, Marketing Strategist, Writer, Graphic Design, Sales.

Management: Proven results utilizing strategic planning, quality system creation, BOS, manual author, job description, work instructions, implementation & certification, 8D reporting, CAR, MRB, customer liaison, control plans, FMEA, flow charts, cost of quality analysis, audit preparation, statistical analysis, fiscal agent duties, grant writer, preparing service proposals, document specialist, fundraising experience, event management and personnel management. ISO 9000/9001/14000/2000, ASW, MILSPEC, government contract compliance.

Marketing: Creative ID and brand development, web design, social networking, SEO, emarketing, ecommerce, business & sales materials, signage, media relations, logistics, sponsor liaison, document specialist, ticket sales, vendor sales, program advertising sales, art design, print media design.

Media: Journalist and graphic designer for several media outlets, General Manager of Northeast Ohio’s only Hispanic owned radio station, a graphic designer, film producer, marketing specialist and community activist. Nominated for the COSE Business & Innovation Award, entered into the Cuarenta-Cuarenta Club, named to several boards including Julia De Burgos Cultural Arts Center, Hispanic Roundtable Community Development Co-chair, MetroHealth VIC and several other endeavors continue to leave a lasting impression.

Skills: Innovative web-site building and maintenance (HTML, PHP), graphic design, (Photoshop, CS3, CS5, Photo Deluxe) Microsoft Office (Word, PowerPoint, and Excel), ANSTAT, SPC, CMM, AutoCad 94 and Syteline programming. SPC, ANSTAT, P.P.A.P.’s, EDM, CMM, GD&T, AutoCad and all phases of Quality Assurance and Control. Can utilize calculations of formulas, instrument testing, simple deduction troubleshooting, blueprint reading and interpretation of schematics, 31C-Telecommunications certificate.

Clientele

Jibaro World Eats
1900 East 9th Street, Suite 3200, Cleveland, Ohio 44114
11/1/13-Present – Consultant.
Contract: Website Development, Creative Design,
Graphic Design, Marketing.

La Prensa Newspaper
P.O. Box 792, Saline, Michigan 48176
9/1/13-Present – Contributing Editor (Print Media).
Contract: Marketing, Sales, Graphic Design, Writer.

Events

Convención Hispana 2013
1911 West 30th Street, Cleveland, Ohio 44113
Featuring: Mayor Julian Castro
8/15/13-Present – Marketing Coordinator.
Marketing, Document Specialist, Graphic Design,
Creative Design, Logistics, Sponsor Liaison.

Pueblo Unido Futuro Seguro
3121 West 33rd Street, Cleveland, Ohio 44113
Featuring: Convención Hispana 2013
8/15/13-10/11/13 – Marketing Coordinator.
Marketing, Graphic Design, Creative Design.

The Hispanic Roundtable

1900 East 9th Street, Suite 3200, Cleveland, Ohio 44114
8/15/13-Present – Marketing Coordinator.
Contract: Marketing, Document Specialist, Creative Design, Graphic Design.

Rock and Roll Hall of Fame and Museum

1100 Rock and Roll Boulevard, Cleveland, Ohio 44114
4/1/13-Present – Consultant.
Contract: Event Manager, Logistics, Marketing, Document Specialist, Creative Design.

Murcia Entertainment

6762 Sutherland Avenue, Parma, Ohio 44135
5/12/13-Present – Consultant.
Contract: Event Manager, Logistics, Marketing, Document Specialist, Creative Design.

WNZN 89.1 FM

511 West 26th Street, Lorain, Ohio 44052
3/1/13-Present – General Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Sales, Creative Design, Graphic Design.

David Rosa Promotions

6762 Sutherland Avenue, Parma, Ohio 44135
10/1/12-Present – Consultant.
Contract: Sponsor Liaison, Event Manager, Logistics, Marketing, Document Specialist, Creative Design, Graphic Design, Sales, Booking Agent.

Rumor

1266 West 6th Street Cleveland, Ohio 44109
9/15/12-Present – Consultant.
Contract: Logistics, Marketing, Graphic Design.

Group Thing Entertainment

1046 N. Clinton Avenue Rochester, New York 14621
12/1/10-Present – Consultant.
Contract: Marketing, Document Specialist.

Remy's Lounge

1456 N. Clinton Avenue Rochester, New York 14621
10/1/10-Present – Consultant.
Contract: Marketing, Document Specialist.

Diversity Reception

1401 East 55th Street, Cleveland, Ohio 44103
Featuring: Convención Hispana 2013
8/15/13-9/25/13 – Marketing Coordinator.
Marketing, Graphic Design, Creative Design.

Harvest of Empire

5209 Detroit Avenue Cleveland, Ohio 44102
Featuring: Convención Hispana 2013
8/15/13-9/19/13 – Marketing Coordinator.
Marketing, Graphic Design, Creative Design.

RRHF Latino Heritage Festival

1100 Rock and Roll Boulevard, Cleveland, Ohio 44114
Featuring: La Cosecha Galeria.
7/1/13-8/25/13 – Event Manager.
Logistics, Marketing, Document Specialist, Creative Design.

Musica En Vivo

5400 Detroit Avenue Cleveland, Ohio 44102
Featuring: Los Sementales de Nuevo Leon
5/11/13-6/17/13 – Event Manager.
Logistics, Marketing, Document Specialist.

Noche De Madres

11500 Brookpark Road Cleveland, Ohio 44130
Featuring: Eddie Santiago & Frankie Ruiz Jr.
2/11/13-5/12/13 – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Ticket Sales, Vendor Sales, Program Advertising Sales, Creative Design.

Gala De Rosas

11500 Brookpark Road Cleveland, Ohio 44130
Featuring: Lalo Rodriguez.
10/1/12-2/10/13 – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Ticket Sales, Vendor Sales, Program Advertising Sales, Creative Design.

Gran Campana

3104 Clark Avenue Cleveland, Ohio 44109
Featuring: Faith Based Health Fair
5/1/12-Present – Consultant.
Contract: Marketing, Graphic Design, Logistics.

JG Consultants LLC
15705 Lorain Avenue Cleveland, Ohio 44111
9/1/10-Present – Consultant.
Contract: Document Specialist, Graphic Design.

Saigon Plaza
5400 Detroit Avenue Cleveland, Ohio 44102
7/1/10-Present – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Creative Design, Graphic Design.

Northcoast Minority Media LLC
2310 Superior Avenue #260 Cleveland, Ohio 44115
5/20/11-Present – Contributing Editor (Print Media).
Contract: Marketing, Graphic Design, Writer, Sales.

Promociones Hernandez
23632 Mercantile Road Beachwood, Ohio 44122
8/1/10-Present – Event Manager.
Contract: Logistics, Sponsor Liaison, Marketing, Document Specialist, Creative Design.

Vocero Latino Newspaper
23632 Mercantile Road Beachwood, Ohio 44122
8/1/10-5/20/11 – Contributing Editor (Print Media).
Contract: Marketing, Graphic Design, Writer, Sales.

TSJ Latinos Magazine LLC
6300 Rockside Boulevard, Independence, Ohio 44131
10/1/09-Present – Contributing Editor (Print Media).
Contract: Marketing, Graphic Design, Writer, Sales.

Tu Decides
5400 Detroit Avenue Cleveland, Ohio 44102
Featuring: Faith Based Voters Rally
3/1/12-Present – Consultant.
Contract: Logistics, Marketing, Graphic Design.

Hispanic Heritage Celebrates “One World”
2000 Prospect Avenue, Cleveland, Ohio 44115
Featuring: El Gran Combo de Puerto Rico
6/1/11-9/10/11 – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Ticket Sales, Vendor Sales, Program Advertising Sales, Creative Design.

The INVADERS Tour 2011
1234 Bolivar Road Cleveland, Ohio 44115
Featuring: Victor Manuelle, Elvis Crespo, Bachata Heightz, NKlabe.
1/1/11-2/20/11 – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Ticket Sales, Vendor Sales, Program Advertising Sales, Creative Design.

The Ohio Latino Fest 2010
2014 Sycamore Avenue Cleveland, Ohio 44113
Featuring: Gilberto Santa Rosa/Amate Fashion Show
8/1/10-10/4/10 – Event Manager.
Logistics, Sponsor Liaison, Marketing, Document Specialist, Ticket Sales, Vendor Sales, Creative Design.

Professional Highlights

- 2002 – Founded La Coecha Galeria.
- 2010 - The Ohio Latino Fest: Amate Fashion Show, first fashion show with breast cancer survivors as the models. Metro Health “Amigas Unidas” Program. Event Manager.
- 2010 - Convención Hispana: Hispanic Roundtable – Community Development Co-chair.
- 2011 - Hispanic Heritage Celebrates “One World”: First Hispanic based event held at the CSU Wolstein Center. Event Manager.
- 2012 – Tu Decides: Marketing & Communications. For the first time ever, we successfully organized the Faith Based Community around voting and civic involvement.
- 2012 - Gran Campana: Inaugural Faith Based Health Fair. Marketing, Graphic Design.
- 2013 - Convención Hispana: Marketing Coordinator.
- 2014 - Consortium of African-American Organizations Minority Good Works Award. The Minority Good Works Award is a partnership between CAAO, the Urban League of Greater Cleveland, and CSU Black Studies Program.