

# Wally Sánchez

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📍 Sacramento, CA

COMMUNICOLOGIST

Hi, I'm a bilingual copywriter and a journalist with six years of experience. I truly believe that writing is more than finding the right words, it is printing a phrase that engages communities to the perfect brands.

## 01

EXPERIENCE

### COPYWRITER & KEY USER

ORIFLAME  
SWEDEN

- Responsible for the communication of a daily average of *20 new products' benefits* and developing a story for each master catalog based on briefs of diverse categories such as **skincare, makeup, personal care**, wellness, and fragrances.
- Ensuring *narrative consistency and brand promise* with conceptual copywriting for 5 Latin American countries in a time-pressured working environment.
- **Scrutiny checking** before sending it to the print house through a complex global sharing database platform.
- *Full control access to and editing* product data, country manage permissions, and functionality for users as designers, copywriters, and planners.

2015 - 2019

TimeOut  
MÉXICO

### JOURNALIST

- Writing engaging, pleasant **long-form editorial pieces** for *Fitness & Spa, City Trends, Food & Drink, and Theater* sections.
- Assemble charismatic written content through interviews, press conferences, and research at crucial deadlines.
- Find the *right content in an instant* and use it to collaborate with designers to conceive original concepts for **Time Out Kids** magazine.
- Regular scheduled meetings with the editorial team to discuss the process, strategy, and priorities with strong attention to detail.

2013 - 2015

### WEB COORDINATOR & EDITOR

FILTER

- **Edit, fact-check and proofread** daily posts to ensure *editorial excellence* and accuracy of the content.
- Collaborating with *cross-functional agency teams* to ensure a full calendar of social media promotions and campaigns for improving site traffic.
- *Build relationships* with music managers, artists, and photographers to **develop strong working partnerships** for events, music gigs, and press conferences.

2014 - 2015

VALOR  
CORPORATIVO  
cibanamex

### CONTENT WRITER

- Writing **high-quality culture, design, and lifestyle content** in long-form for financial and economic issues with a *keen sense of brand voice*.

2014

### CONTENT WRITER

- Creating **engaging art and architecture content** for a leading *Mexican magazine* reporting in current tendencies worldwide.

2013

CÓDIGO  
ARTE - ARQUITECTURA - DISEÑO

## 02

EDUCATION

### B.S. IN COMMUNICATION STUDIES

University of Cuautitlán Izcalli  
State of México | 2009 - 2013

## 03

SKILLS

#### PRACTICAL

Copywriting  
Detail-oriented  
Proofreading  
Editorial development  
Prioritization  
Research  
Teamwork  
Patience

#### TOOLS

Censhare  
InDesign  
Illustrator  
Photoshop  
Acrobat DC  
Premiere Pro  
Hootsuite  
WordPress  
Outlook  
Word  
Excel

## 04

LANGUAGES

SPANISH   ENGLISH