

SHEILA SANCHEZ

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PROFESSIONAL SUMMARY

Digital content strategist passionate about optimizing customer experiences. Proven success in content strategy, content and project management, user experience, mobile apps and marketing.

CORE COMPETENCIES

- Data-driven content analysis
- Content migration
- Language audits
- Site inventory, analysis & SEO
- Information architecture
- Clear and concise copy
- Usability research/testing
- Agile/JIRA/Scrum teams

PROFESSIONAL EXPERIENCE

JP MORGAN CHASE & CO

January 2015-Present

Content strategist

- Work with team of content strategists and visual designers to deliver the best digital user experience in banking.
- Provide editorial strategy and artifacts for mobile and online customer interfaces.
- Audited the JPMC retail app and lead in the design and language of the bank's apps.
- Created JPMC's mobile editorial strategy consisting of guidelines, UX locations, REM briefs, hypotheses and tonality standards.
- Write and edit user interface copy including instructional/error messaging, promos, banners.
- Standardize terminology for consistency, search results, labels, headers, supporting text and UX messages.

AOL/PATCH MEDIA

2010-2014

Digital news editor

- Successfully launched several news sites for 900-plus national news network, spearheading editorial, traffic, brand awareness and revenue marketing initiatives.
- Drove editorial strategy, revenue, site traffic, engagement, marketing for \$300K budget for Silicon Valley news and information sites.
- Tripled web traffic, engagement, newsletter subscription, UGC, mobile and blogger recruitment goals.
- Trained team of editors on SEO best practices resulting in record-breaking traffic, page views.
- Won awards for enterprise news coverage, including reporting of high-profile court cases. Stories often quoted by major news outlets.
- Recruited nationally renowned bloggers such as Maribel Hastings, Merle Kahn and Kaiser Permanente, resulting in distinction of blogging platform.

TIMES MEDIA INC. 2008- 2010

- Produced award-winning stories for all Times Media Inc. community newspapers.

MORGAN Hill TIMES/MAINSTREET MEDIA GROUP 2005-2008

- Wrote and edited news and opinion pieces/editorials on deadline for print and Web.
- Began successful transition of print to web edition.
- Won seven California Newspaper Publishers Association awards in 2006, first year with newspaper; and 11 CNPA awards in 2007, second year with newspaper.
- Successfully coached, mentored several reporters who moved on to bigger publications such as Bay Area News Group, The Washington Post, Associated Press.
- Created public service report card project holding elected officials accountable to voters.

METRO/TIMES MEDIA/SAN JOSE MAGAZINE 2003-2006

- Produced enterprise pieces such as political profiles and investigative stories.

SILICON VALLEY COMMUNITY NEWSPAPERS 2001-2003

- Edited the Campbell Reporter and the Willow Glen Resident, two of 10 weekly community newspapers owned by SVCN, now Media News Group.
- Redesigned newspapers' cover pages and created special beat sections, aggressively covering local issues to increase subscribers, advertising revenue.
- Won several CNPA awards during 2000 and 2001 for page layout, design and spot news.

OTHER EXPERIENCE

THE SALT LAKE TRIBUNE 1997–1998

- Covered Utah County general assignment beat.

THE DAILY HERALD 1990–1997

- Covered politics, education, social issues and religion winning multiple awards.

THE DESERET NEWS 1989–1990

- Covered crime and breaking news.

LA OPINION NEWSPAPER 1986-1989

- Award-winning staff writer for largest Spanish-language daily newspaper in the U.S. with circulation over 300,000.
- Covered with distinction education, immigration and political beats.
- Nominated for John Swett education award.

EDUCATION

- Bachelor of Arts degree in journalism, Brigham Young University
- Fluent in Spanish

