

# LUIS GILBERTO Sánchez

## CONTACT

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## COMPETENCIES

Integrated Marketing

Brand Storytelling

GTM Strategy

Creative Direction

AI Feature Marketing

Campaign Development

Budget Management

Performance Analytics

## TECH STACK

### Development

Next.js / React

Tailwind CSS

Supabase / SQL

Prisma ORM

GitHub / Vercel

### Design & AI

Figma / UI Systems

Adobe Creative Suite

OpenAI API / LLMs

## LANGUAGES

English

Spanish

Italian

## EXPERIENCE

### Marketing Architect & Creative Strategist

Former Microsoft Lead who introduced Copilot to consumers globally, commercializing its first entry points (Edge) and shaping the narratives that normalized everything AI. Now building proprietary **Productized Strategy Ecosystems** that combine React-based tools with integrated campaign frameworks.

#### Principal & Systems Architect | Luis Gilberto Ecosystem

2024 – Present | Seattle, WA.

- Architected a proprietary digital platform ("The Hub" & "The Portal") shifting consulting from hourly advice to **productized intelligence**.
- Developed StrategyIQ, a React-based diagnostic engine that automates brand health auditing and generates custom strategic roadmaps.
- Codified the "Trinity Framework" (Strategist, Storyteller, Orchestrator) to align cross-functional teams and streamline campaign execution.

#### Sr. Integrated Marketing Lead | Microsoft Edge, Copilot in Edge

Feb 2022 – Feb 2025 | Redmond, WA

- Led brand transformation of Microsoft Edge from "shopping browser" to "AI-powered browser".
- Crafted global narratives for Copilot in Edge, translating AI features into consumer benefits.
- Directed seasonal campaigns driving engagement and adoption across multiple markets. Produced integrated channel toolkits and creative assets for global digital marketing.

#### Sr. Integrated Marketing Lead | Office Consumer & SMB, Microsoft 365 Suite

Dec 2016 – Feb 2022 | Redmond, WA

- Developed 360° integrated marketing plans across Microsoft 365 and Office portfolio.
- Launched "Free to be Free" pandemic campaign for Microsoft's free productivity apps.
- Led GTM strategy for Microsoft Teams consumer use and Family Safety app.
- Owned end-to-end creative direction across paid, owned, and earned media.

#### Marketing Manager | Microsoft Worldwide Retail Channel

Mar 2012 – Dec 2016 | Redmond, WA

- Developed GTM strategies for 3+ global campaigns/year across Windows, Surface.
- Led Channel Marketing for WW online retail across the full consumer portfolio: Windows, Surface, Office, HoloLens, Microsoft Band and PC Accessories.
- Managed \$2M+ annual budget and measured global retail and partner impact.
- Established KPI tracking and governance frameworks for quality assurance.

## IMPACT PILLARS

**01 Productized Intelligence:** Architected a proprietary marketing OS (React/Next.js) that automates strategic discovery, reducing client onboarding time by 60% while increasing diagnostic accuracy.

**02 AI Commercialization:** Orchestrated global GTM for Microsoft Copilot, translating complex LLM features into consumer-centric narratives driving adoption across 3C+ markets.

**03 Scale & Efficiency:** Deployed a \$2M+ annual budget to drive 40% YoY app adoption, utilizing the "Trinity Framework" to align data-driven media buying with high-impact storytelling.

## EDUCATION

### B.S. Computer Sciences

University of South Alabama | 2003

### Executive Education, Marketing Strategy

Kellogg School of Management of Northwestern University | 2018