

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 everyday AI use. 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 service to **productized intelligence**.
- Developed StrategyIQ, a React-based diagnostic engine that automates brand health auditing and generates 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 personal 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 strategy for WW online retail across the full consumer portfolio: Windows, Surface, Office, HoloLens, Microsoft Band and PC Accessories.
- Managed \$2M+ annual budget with measurable 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 capabilities into human-centric narratives driving adoption across 30+ 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 at Northwestern University | 2018