



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