



JAVIER SÁNCHEZ

LABEL MANAGER | MUSIC & CONTENT PRODUCER
| CREATIVE STRATEGIST

CONTACT

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- Napoles, CDMX

SKILLS

- Artist Relations & Development
- Release Strategy & Label Operations
- Tour & Show Logistics
- Digital Distribution (Believe, DistroKid, etc.)
- Music Video & Content Production
- Metadata & DSP Asset Management
- Marketing Coordination
- Budgeting & Scheduling
- A&R Insight & Trend Forecasting
- Bilingual: English / Spanish

EDUCATION

B.A. in Communication Sciences (Emphasis in Audiovisual Production)

UNIVERSIDAD LATINA DE COSTA RICA

2005-2011

Audiovisual, Advertising, Marketing & Creativity

Certifications

UNIVERSIDAD NACIONAL DE COSTA RICA

2014-2015

- Advertising, Marketing & Creativity
- Adobe Premiere Pro
- Adobe Illustrator
- Adobe Photoshop
- Adobe After Effects
- Photography Techniques
- Audio Recording Techniques for Documentary

LANGUAGES

English
Spanish
Portugués

PROFESSIONAL SUMMARY

Multidisciplinary music industry professional with 10+ years of experience in artist management, release strategy, label operations, and creative production. Proven ability to lead promotional campaigns, build strong artist relationships, and coordinate logistics for live events and music content. Bilingual communicator with deep insight into Latin and global music markets. Passionate about connecting artists with audiences through strategic planning and authentic branding.

WORK EXPERIENCE

Independent Artist Manager & Project Coordinator

Mexico City & Remote | 2017–Present

Clients: Simpson Ahuevo, Jesse Baez, and others

- Managed end-to-end campaigns for album and single releases (marketing, artwork, distribution, press).
- Coordinated artist schedules, studio sessions, and promotional events across LATAM and U.S.
- Acted as liaison between artists, aggregators (e.g. Believe), producers, venues, and media teams.
- Oversaw branding, video production, and social media execution aligned with artist personas.

Hospitality & Logistics Manager – Artist Support

Destiny Recordings, CDMX | 2023 - Present

- Supported international touring artists with detailed travel, accommodation, and backstage logistics.
- Delivered artist-focused service during events, working closely with production and booking teams.
- Handled rider fulfillment, guest lists, and communication with venue staff for seamless show execution.

Creative QA & Digital Asset Coordinator

Accenture / MediaMonks | Remote | 2016–2023

- Reviewed, tested, and delivered digital content (banners, video, social ads) for top global brands.
- Ensured technical and visual consistency across platforms – transferable to label asset quality control.
- Worked with designers and developers to streamline project delivery processes.

Musician, Producer & Cultural Collaborator

Alphabetics, Entrelobos & Solo Projects | Global | 2008–Present

- Released music independently and with labels, with experience on tour, in studio, and in media.
- Collaborated with diverse musicians and producers across genres and cultures.
- Developed a deep understanding of the needs and pressures faced by today's recording artists.

Audiovisual Producer & Digital Animator

Freelance / Accenture | Remote & Costa Rica | 2013–2022

- Created audiovisual content including music videos, promotional materials, social media assets, and animations.
- Merged graphic design and video production skills to craft visually impactful campaigns for artists, brands, and internal stakeholders.
- Applied storytelling techniques and visual branding strategies to support global and local music and marketing projects.
- Collaborated in cross-functional and multicultural teams to meet creative and technical goals.