

Alexander Martinez

Creative Director | Brand Strategist | Storyteller | Marketing Leader

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PROFESSIONAL SUMMARY

Award-winning Creative and Brand Marketer with experience leading cross-functional teams and delivering integrated marketing campaigns across B2B and B2C sectors. Expert in brand storytelling, go-to-market strategy, and creative leadership. Proven track record of transforming business challenges into compelling creative solutions for global brands including Google, ESPN, The Home Depot, and Coca-Cola.

CORE COMPETENCIES

- Creative Strategy, Creative Direction & Campaign Development
- Brand Positioning & Messaging
- Cross-Functional Team Leadership
- Experiential & Digital Marketing
- Content Development & Storytelling
- Agency & In-House Collaboration
- Executive Presentation & Pitching
- Bilingual: English & Spanish

EXPERIENCE

Creative & Brand Consultant | Independent (Atlanta, GA) | May 2017 – Present

- Provide strategic and creative consulting for Fortune 500 clients including Oracle, Coca-Cola, Johnson & Johnson, and Perry Ellis.
- Deliver services ranging from brand evolution and campaign development to experiential content and team structuring.
- Collaborate with in-house teams to optimize creative operations and define success metrics.

Senior Creative Director Trade School (Atlanta, GA) | Jul 2025 – Present

- Lead creative development for national campaigns, including The Home Depot, from concept through execution.
- Manage and mentor junior creative teams across design and copy disciplines.
- Spearhead ideation for new business pitches, driving strategic storytelling and brand alignment.

Creative Director athenahealth (Atlanta, GA) | Nov 2023 – Nov 2024

- Directed internal and external creative strategy, brand communications, and marketing content.
- Oversaw a multidisciplinary studio of designers, writers, producers, & editors.
- Delivered integrated campaigns across digital, social, video, and experiential channels for a global B2B audience.
- Collaborated with executive stakeholders and agency partners to ensure brand consistency and innovation.

Creative Director Warner Bros. Discovery | Atlanta, GA | Feb 2022 – Aug 2023

- Led brand marketing initiatives for internal and external audiences across global markets.
- Partnered with departments including PR, social, photography, and events to deliver cohesive brand experiences.
- Mentored junior creatives and fostered a culture of collaboration & innovation.

Executive Creative Director The Partnership | Atlanta, GA | Feb 2019 – Jan 2022

- Directed all creative output for the agency, spanning healthcare, agriculture, and insurance clients.
- Played a key role in business development, agency growth, and strategic partnerships.
- Built and scaled a high-performing creative team while shaping individual career paths.
- Championed storytelling across digital, social, and video platforms.

Group Creative Director / Creative Strategist Melt | Atlanta, GA | Aug 2016 – Apr 2017

- Evolved agency capabilities from event production to full-service marketing.
- Led creative strategy and campaign development for sports & lifestyle brands.
- Managed a team of writers, designers, strategists, and producers.

Associate Creative Director / Senior Copywriter SapientNitro | Miami, FL / Atlanta, GA | Apr 2002 – Jul 2016

- Led global campaigns for ESPN, Google, Humana, Powerade, and DirecTV.
- Specialized in regulated industries including healthcare, finance, & insurance.
- Served as a go-to creative lead for new business pitches and global initiatives.

Staff Writer / Copy Editor CBS Sports.com / AOL | Ft. Lauderdale, FL | Jul 2000 – Apr 2002

- Covered NBA and NCAA Football as lead writer on the newsroom team.
- Produced editorial content for NBA Finals and NCAA Bowl Games.

EDUCATION

Florida International University — Miami, FL

B.A. in Communications / Journalism

SELECTED CAMPAIGNS & HIGHLIGHTS

- **ESPN – XGames:** Rebranded XGames.com with a fresh digital identity.
- **Google – HolaGoogle.soy:** Built a cultural platform for Hispanic millennials.
- **Humana – Games for Health:** Created an award-winning campaign promoting active lifestyles.
- **BBVA – Real Fan:** Launched NBA banking product during the NBA Finals.
- **Sauza 901 Tequila – Justin Timberlake:** Developed a viral social campaign featuring Justin Timberlake.
- **Regions Bank – Mobile Pay:** Rolled out mobile banking features via social-first storytelling.