

MARKETING | CREATIVE | COMMUNICATIONS

MORGAN MARTINS

DATA-DRIVEN, FULL-STACK B2B LEADER WITH MORE THAN 15 YEARS OF CREATIVE STRATEGIC MARKETING AND OPERATIONS EXPERIENCE, CREATOR OF AWARD-WINNING GLOBAL MARKETING INITIATIVES AND CAMPAIGNS RESULTING IN INCREASED ENGAGEMENT AND REVENUE // REPORTED DIRECTLY TO COO OR CEO ACROSS ROLES.

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EXPERTISE

- Integrated Marketing
- Crisis Communications, PR, Media Relations
- Content development
- Growth + Lifecycle marketing
- Multicultural Strategy
- Social Media Strategy & Administration
- Strategic Partnerships
- Product Marketing
- Sales Enablement
- Marketing Budget Administration
- Creative Direction
- Data Metrics, Analytics and Reporting
- Brand Management

SKILLS

CRM/ESP: Salesforce Administrator, ExactTarget, Datorama, Power BI, Cloudingo, Pardot, Marketo, Insightly, FilemakerPro, HubSpot Mailchimp, Insightly, Bitrix24, Act-on, Eloqua

Social Media Advertising and Analytics: All Major social channels, HootSuite, Later, Zapier, IFTTT, Contently, Hootsuite, Sprinklr, Buffer, Google data studio

Productivity: Word, PowerPoint, Excel, Project, Sharepoint, Slate, Sway, Keynote, Google Marketing suite **Design:** Adobe Creative Suite, Sketch, Zeplin

Analytics: Nielsen, ComScore, Google Analytics, Sprinklr, Optimization SEM/SEO, PPC, Crazy Egg, multiple Social and Web analytics tools, Cision, Meltwater

CMS: Drupal, Wordpress, SquareSpace, HTML, CSS, Custom

GLOBAL MARKETING DIRECTOR // AUG 2019 - MAR 2020 // STILLWELL PARTNERS

Producers of Advertising Week, the premier event for marketing, brand, advertising, and technology professionals with conferences in New York, London, Tokyo, Mexico City, Sydney and Johannesburg - Global lead on creative, marketing and strategic direction for all events and media. Manager of local team and additional global creative agencies and marketing managers. Director of all marketing strategy with P&L Responsibility. Responsible for building programs from content through digital and experiential, including hiring and mentoring team.

- Developed launch plan, acquisition and retention strategy for global events and e-learning platform; including development and distribution of original research reports as lead generation content (2020 Advertising Trends Report) - created subscription based campaign customer lifecycle email and web journeys, integration of marketing tech stack
- Developer of strategy, GTM plans, CRM implementation, and audience segmentation where hyper-targeting consumers based on interest and re-targeting across digital platforms, leading to 20% increase in engagement
- Spearheaded upgrade and integration to Pardot, from vendor evaluation through implementation, and realized \$30K in cost savings by streamlining communications tools
- Consistently showed WOW growth across all social channels of over 300%, social strategy resulted in highest growth for account history in 6 month period - built content programs using industry influencers, and relevant visual and written content
- Saved \$75k by negotiating performance marketing agency for SEM execution
- Exceeded KPIs and benchmarks for email program open rates and retention in under 3 months. Achieved highest YOY rates - Implemented A/B (split testing) program
- Managed in-house creative and external designers as well as PR and media agency strategy, with focus in increasing attendance and consumer engagement across six global events, digital content subscribers, and growing e-learning subscriptions

MARKETING DIRECTOR // NOV 2017 - AUG 2019 // ADSTREAM

International DAM and Advertising Delivery AdTech provider with clients like Disney, Google, Warner Bros, Reckitt Benckiser, and P&G - Leader of marketing operations and strategy for North and Latin Americas with emphasis on building a demand gen and digital first marketing plan while building the brand and expanding the customer base. Principal creator of multiple global campaigns embedded with original visual, digital and traditional, image and video content while initiating major company rebranding. Global POC for all marketing operations, PR, and projects across international markets. Leader of global product launches including designing and implementing regional GTM plans.

KEY ACHIEVEMENTS:

- Developer and leader of marketing strategy for global subscription based multimedia TV, print and radio advertising delivery business, including in-app messaging and chatbot push notifications
- Successfully created, launched and executed global internal communications programs across eight international markets - Manager of RFP process for North American/LATAM responses
- Designed strategy for global marketing communications and public relations linking back to sales integration, including chatbot roll-out globally - increased inbound lead activity of over 200%
- Lead global demand gen strategy as Salesforce admin - creating single source CRM process and tech stack integration, audience segmentation and targeting- Developed global demand gen programs increasing web to lead conversions by over 40%, and US traffic - decreased bounce rates to 32% from almost 80%;
- Developed global email marketing program including A/B testing and cultural messaging
- Developed targeted customer journeys, scripts and sales and cadences aligned to customized product microsites including: <https://getadstream.us>
- Created Global SEM/SEO program for all five websites, developed keyword database, created meta-tags, and tracked and reported progress
- Successful in creating field marketing strategies; planned and executed numerous strategic partnerships, events, content partnerships and PR for sales team. Resulting in ~ 5000 inbound Leads (60% SQL) in under one year.

AWARDS + CERTIFICATIONS

Google Analytics Advanced Individual Cert // 2020

Lean Six Sigma // 2014

Digiday Best Video Distribution Platform Finalist // 2018

Best of Americas Marketing Award // 2015

PRism Award // Best in Multicultural Marketing // PRSA // 2014

Best PR Tool Kit // American Association of Law Libraries Excellence in Marketing Award // 2012

RIT Presidential Awards For Outstanding Staff // Finalist // 2012

Legal Marketing Award // 1st Place, Electronic Media // 2007

Teamwork Award // Harris Beach // 2006, 2007, 2009

BOARDS

Founding Member, Marketing Planning and Promotions Committee Member // Facing Race, Embracing Equity- Civil Rights and Social Action 2012 - 2014

Planning & Marketing Committee Member // WDKX-FM Radio - WOMEN4WOMEN - Women's Empowerment and Equity 2011 - 2014

Member, Empowering Women Luncheon Committee // YWCA of Rochester & Monroe County 2012 - 2014

Board Member // KEEP Foundation K-12 Educational Fundraising 2007 - 2012

Board Member // Literacy Volunteers of Rochester Community Literacy Program 2006 - 2009

EDUCATION

Rochester Institute of Technology // MS, Marketing & Communications Coursework (expected completion online 2021)

University Of Maryland College Park // BA - Art

Lorenzo D'Medici Art Institute Cert // Advertising, Photography, Design

MARKETING DIRECTOR // MAY 2016 - NOV 2017 // INDUSTRIAL COLOR BRANDS

International Production and DAM technology family of brands including Smashbox, IC, and Fast Ashley's Studios and GlobalEdit Adtech - Directed strategic marketing operations over five studio, production and SaaS brands and team lead with emphasis on championing brands and expanding the customer base. Met measurable objectives and executed customer relationship management strategies, including increasing inbound lead gen. Principal creator of several multimedia national marketing campaigns while initiating rebranding initiative for 2017 while developing overall brand management program.

KEY ACHIEVEMENTS:

- Identified and applied a Salesforce CRM integration solution, restructured 80k contact SFDC database effectively re-engaging sales team within one month time frame, increased lead flow by 25%
- Strategized and relaunched four new websites in first four months while implementing print and online advertising campaigns, display and search, ensuring appropriate website integration processes, increasing inbound leads by 600% YOY; Re-engineered social marketing increased follower counts by ~200% YOY
- Created SEO program for all five websites, developed keyword database, created meta-tags, and tracked and reported progress; decreased bounce rates 25 - 45% across sites (all under 50% bounce)
- Managed internal team of four and several freelancers in creation of marketing materials and end-to-end email campaigns targeting over 60K subscribers globally with integration into online magazine; views and engagement reached highest ever in July 2016 at over 8,000 views at launch
- Launched new eCommerce photography division including branding, collateral development, website, advertising, and business development and sales strategies, and KPI's; brand generates 1/3 overall revenue at \$11million per year.
- Developed predictive insights model to establish buyer personas and build customer journeys on all email campaigns average open rate increased to 33% from 17%

MARKETING MANAGER, DESIGN & DIGITAL // 2014 - 2016 // JLL (JONES LANG LASALLE)

Global Top 5 Commercial Real Estate firm, AR of NY office was over \$1.4B - Provided strategic and art direction for online and print collateral, all-encompassing communications, and social media sites. Managed social media accounts and blog content. Partnered with teams in ideating and successfully launching first of its kind microsite culminating in a process blueprint and global rollout of industry-specific microsites. Achieved cost savings and labor reduction time while improving engagement by integrating sales strategy with print and digital media. Attained tactical public relations and promotional partnerships. Key designer on top-level brochures, pitch books, RFPs and presentations for diverse clientele.

- Generated 120% increased visibility, traffic and drove sales in this area for New York brokerage team with award-winning microsite targeting the start-up community, <http://jllcampaigns.com/thesquare/tech/>

MARKETING & PUBLIC RELATIONS MANAGER // 2011- 2014 // ROCHESTER INSTITUTE OF TECHNOLOGY

Elite international technology and arts university - Supervised development and launch of multicultural marketing, public relations and communications, and design initiatives for digital and print campaigns and integrated national campaigns that highlighted university as a diversity, and bias reducing leader - increased visibility by ~200% within one year. Served as project manager for implementation of institution-wide cultural management system aimed at integrating religious and multicultural holidays. Recognized for increasing institutional-wide collaboration by twofold within first year. Raised over \$100k in one year by leveraging unique strategic corporate partnerships.

- Directed all event marketing activities for major university student and public inclusion events. Implemented strategies that increased attendance at major events from 500 to 8,000+ over three years.
- Lead year-long rebranding effort for division, departments, and groups including innovative website, logo and collateral redesign and program development. Copywriter for five video productions and four large-scale events that received national attention.

MARKETING COMMUNICATIONS & DESIGN MANAGER // 2006 - 2011 // HARRIS BEACH, PLLC

Top 250 Law firm - Designed brand positioning and standards, print and online collateral, internal communications, public and media relations initiatives, marketing and communication tactics, and launched new products. Generated and delivered integrated crisis communications including media strategy, materials design, and community outreach relations for political parties and governments. Oversight of coordination of six-figure gala events and seminars for up to 1,000+ attendees. Administered budget and oversaw design, procurement and inventory, for all promotional materials. Lead on graphics creation with in-house team on 2-year rebranding campaign involving new website and marketing material development. Coordinator and manager of numerous RFP responses for various industries.

SALES & MARKETING MANAGER // 2004 - 2009 // INTERNATIONAL ART ACQUISITIONS, INC.