

CJ MARTINEZ

Media & Communications Professional

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🌐 www.linkedin.com/in/cjmartinez

EXPERIENCE

Executive Director/Lead Consultant

TONIC Media Partners

📅 2015 - Ongoing 📍 Seattle - Los Angeles

- Lead consultant specializing in thought leader and executive leadership positioning, brand and integrated marketing and cross-cultural communications. (StubHub [eBay, Inc.], Code 42, Versa Products, Zero Gravity Tables, People.ai, Udacity, Immortals (esports), SmartCSM).
- Developed and managed global PR engagement and influencer platforms, in addition to value messaging - positioning for digital, advertising, earned/owned/paid/social media campaigns.

Director of Communications/Content Marketing & Influencer Engagement Strategist

Oregon Shakespeare Festival

📅 01/2019 - 05/2021 📍 Ashland, OR - Seattle - SF - Los Angeles

- Spokesperson/Press Officer and public affairs contact for all OSF departments, presenting and supporting the organization's mission, vision and values, including its industry-leading commitment to equity, diversity and inclusion.
- Strategic communications advisor, thought-partner and media liaison for Artistic Director, Nataki Garrett, senior staff and board of directors on all external and internal communication matters.
- Publicity for all Theatrical, Film and Digital Media productions, special engagement and seasonal programming.
- Produces and manages communications and integrated marketing campaigns for live performances and digital brands (O!) including select co-production releases for nation's flagship repertory theatre, with \$44 million annual budget.
- Develops and manages communications and marketing campaigns across all digital media including: *Strategizing and overseeing social media campaigns - including requesting creative assets, optimizing reach and engagement, *Working with external media agencies and promotional companies to generate awareness and interest all programming releases, *Identifying key promotional opportunities and securing cross-promotional partners, *Managing all PR/media relations activities, *Liaising with Artistic Production, Operations and Finance departments.

Media Relations Director

Ketchum, Inc.

📅 01/2004 - 04/2015 📍 San Francisco - Los Angeles

- Lead the international expansion program for StubHub (eCommerce B2C) into 9 countries across Americas, EU and Asia.
- Team and special projects leader for 1200 member, global media specialist group.
- Developed and implemented brand marketing, corporate communications programs for 10+ Fortune 500 companies (eBay, Frito-Lay/PepsiCo, IBM, FedEx, Nokia, Best Buy, Mattel, Home Depot).

MOST PROUD OF

🏆 15+ years developing entrepreneurial, agile approaches to creative content, editorial and communications design for Fortune 500 consumer and entertainment brands

🌐 Developing global media relations protocols and programs for use in 40+ countries

STRENGTHS

🗣️ Media Campaigns

👥 Interpersonal Communications

🔑 Content Development & Production Management

🚀 Trends Research & Analysis

🔧 Team/Project Leadership

EDUCATION

M.A. Communications
University of Washington

B.A. Dramatic Art
University of California Santa Barbara