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SUMMARY

I am a seasoned professional with 20 years of experience in graphic design, specializing in creative direction, brand elevation, and marketing. My career has focused on enhancing brands through innovative design and marketing expertise. As a Creative Director, I have led teams, developing impactful campaigns across various channels. I have spearheaded brand identity development, ensuring cohesive visual messaging and translating client needs into compelling narratives. My experience includes driving digital transformation initiatives and using data analytics to optimize strategies for maximum ROI. I am passionate about fostering collaborative environments and mentoring team members. Beyond leadership, I am a skilled designer and communicator with a strong understanding of marketing principles. My freelance experience as a Publicist and Designer has honed my ability to deliver high-quality design solutions while effectively communicating with clients.

EXPERIENCE

PMO MANAGER | Venditori Inc. | Medellín, COL - MARCH 024 – PRESENT

- Established project management frameworks, defining tools and methodologies for efficient execution.
- Prioritized projects based on strategic importance and potential impact, meticulously managing time and financial resources.
- Analyzed ROI of each project to determine profitability of chosen methodologies and continuously refined processes.
- Maintained thorough documentation of all development and execution steps throughout the project lifecycle.

MARKETING AND CREATIVE SERVICES MANAGER | ABA Tech | Medellín, COL – OCTOBER 2023 - DECEMBER 2023

- Led a high-performing team of 25 creative professionals including graphic designers, copywriters, web developers, and social media analysts.
- Defined roles, responsibilities, and KPIs to ensure optimal performance and growth within the marketing and creative departments.
- Actively participated in the full recruitment cycle, assessing skills and making decisive hiring recommendations for creative roles.

CREATIVE DIRECTOR | Monitoreo Inteligente | Medellín, COL DECEMBER 2022 - OCTOBER 2023

- Directed social media management and designed company promotional advertisements.
- Built and implemented a customer loyalty plan focused on visual and experiential engagement.
- Improved UX field for internationalization, including packaging, presentation, manuals, brochures, and product design.
- Designed analog advertising campaigns and orchestrated product launch events.
- Produced client-oriented "how-to" videos and proposed product architecture for enhanced user experience.

COMMUNICATOR AND DESIGNER | Monitoreo Inteligente | Medellín, COL – OCTOBER 2020 - DECEMBER 2022

- Developed and designed an impactful multimedia portfolio, contributing to new customer acquisition.
- Created the company's new graphic identity, recognized for innovation and creativity.
- Developed and designed the company's first brand manual, guiding consistent brand element usage.
- Created a new and efficient UX/UI website, improving customer engagement.
- Developed and designed informational brochures and data sheets for product and service understanding.
- Planned and directed photo shoots to create proprietary image banks for marketing materials.

- Created and designed the company's internal newsletter, enhancing employee communication.
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CREATIVE DIRECTOR | Sergio Villamizar | Global– DECEMBER 2018 - OCTOBER 2020

- Responsible for brand creation and management, including designing logos, marketing identities, and promotional images.
 - Created intangible products, merchandising, and corporate stationery.
 - Designed posters and flyers for events and developed websites and landing pages.
 - Produced audiovisual material, such as high-impact videos and presentations.
 - Managed social media and webinar platforms for global reach.
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ADVERTISING MANAGER | Cable Express de Colombia | Barranquilla, COL – SEPTEMBER 2015 - SEPTEMBER 2017

- Oversaw all aspects of image and advertising, aligning with management's vision.
 - Produced and edited television commercials and designed advertising for portfolio recovery promotions.
 - Created staff badges and designed the corporate identity for Valerie Joyeria SAS.
 - Led the refreshing of TV Cable Express's corporate identity.
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RELATIONS AND COMMERCIAL DIRECTOR | HDI (Herbalife Distribuidores Independientes) | Maracaibo, VEN – MARCH 2002 - DECEMBER 2016

- Designed visual identities and produced a variety of events, from sports events to large-scale seminars and conferences (150-5,000 attendees).
 - Managed all event logistics including speaker arrangements, scenography, video/multimedia creation, and VIP experiences.
 - Developed and delivered training programs for managerial, administrative, and commercial staff.
 - Created multimedia presentations and video introductions for international speakers.
 - Managed organizational social media and pioneered online event registration.
 - Designed the visual identity and oversaw the Herbalife Zulia Awards for eight editions, receiving the HZA 2014 Merit Award.
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COMMERCIAL DIRECTOR | IMBEMOCA | Maracaibo, VEN – JANUARY 2013 - DECEMBER 2015

- Spearheaded a corporate identity refresh, expanding company portfolio and market reach.
 - Implemented a robust social media strategy and established virtual sales channels.
 - Launched a comprehensive media campaign (newspaper, cinema, social media) to boost brand awareness.
 - Introduced a home delivery service and leveraged Mercado Libre to broaden customer base.
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EDUCATION

- **DIPLOMA IN MARKETING MANAGEMENT** | Grancolombiano JUNE 2022
 - **PUBLICIST & PUBLIC RELATIONS SPECIALIST** | Universidad Rafael Bellosó Chacín AUGUST 2012
 - **TECHNICIAN IN MARKETING, PROMOTION AND SALES** | Escuela Técnica Hno. Ildelfonso Gutiérrez AUGUST 2000
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SKILLS

- **Corporate Identity & Branding:** Specialist in developing cohesive visual identities and brand strategies.
 - **Communication:** Certified in Assertive Communication.
 - **Problem Solving:** Certified in Problem Solving.
 - **Event Management:** Extensive experience in organizing and managing large-scale events.
 - **Project Management:** Proficient in establishing frameworks, prioritizing projects, and managing resources.
 - **Leadership & Team Management:** Skilled in leading high-performing teams, defining KPIs, and mentoring.
 - **Marketing & Advertising:** Expertise in digital marketing, social media, and traditional advertising campaigns.
 - **Budget Management:** Experienced in managing financial resources for projects and campaigns.
 - **Language Proficiency:** B2 level English.
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TECHNICAL SKILLS

- **Adobe Suite:** Photoshop (Advanced), Illustrator (Advanced), Premiere (Advanced), After Effects (Intermediate-Advanced).
- **Project Management Tools:** Asana, Trello, Monday, Jira, Notion, Bitrix24 (Intermediate-Advanced).
- **Web Platforms:** WordPress (Elementor & Divi) (Intermediate-Advanced).
- **Office Software:** Microsoft Office (Advanced).
- **Collaboration Tools:** Slack (Advanced).
- **Operating Systems:** Mac/OS Environment (Proficient).