



ETHAN MARTINEZ

Digital Asset Manager

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📍 Los Angeles

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PROFESSIONAL SUMMARY

Dedicated Digital Asset Manager with 5 years of experience in enhancing digital asset workflows and ensuring seamless access across platforms. Expertise in implementing innovative asset management solutions, optimizing metadata for compliance, and fostering interdepartmental collaboration to elevate organizational performance. Passionate about leveraging technology to streamline operations and maximize asset value.

WORK EXPERIENCE

Digital Asset Manager

📅 Jan / 2021-Ongoing

Seaside Innovations

📍 Santa Monica, CA

1. Acquired, annotated, cataloged, and distributed digital assets to optimize accessibility and usage.
2. Create reports on asset usage and effectiveness for stakeholders.
3. Developed and maintained an archival system for digital assets, ensuring data integrity and security.
4. Provided in-person and virtual reference services to assist users in asset retrieval and usage.
5. Managed customer service for font library maintenance, ensuring compliance with licensing agreements.
6. Analyzed industry standards to recommend best practices for digital asset management.
7. Collaborated with editorial and creative teams to establish standardized metadata fields for rights tracking.

Digital Asset Manager

📅 Jan / 2020-Jan / 2021

Lakeside Apparel Co

📍 Chicago, IL

1. Oversaw the comprehensive management of the photographic collection for Comcast, including metadata creation and maintenance.
2. Executed full digital archiving tasks, including metadata compilation and record research.
3. Directed the development of an online database housing over 13,000 images for various corporate events.
4. Managed a Lightroom catalog of 20,000+ images, ensuring proper organization and synchronization.
5. Transcoded and organized video and audio files for marketing campaigns, enhancing production efficiency.
6. Supervised the sourcing and distribution of art materials, optimizing the creative process.

EDUCATION

Bachelor of Arts in Media Studies

📅 Jan / 2019-Jan / 2020

University of California

📍 Phoenix, AZ

Focused on digital media management and content strategy, emphasizing asset optimization.

SKILLS

Content Management



Digital Content Strategy



Budget Management



Digital Asset Research



Social Media Integration



INTERESTS

🤿 Scuba Diving

🎮 E-sports

📖 Reading Fiction

🧩 Puzzle Solving

STRENGTHS

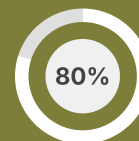
📁 Stewardship

👥 Teamwork

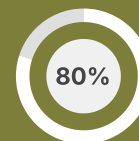
🔑 Tenacity

👁 Vision

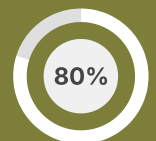
LANGUAGES



English



Dutch



Arabic

ACHIEVEMENTS

★ Successfully implemented a digital asset management system that increased retrieval efficiency by 30%.

★ Developed a comprehensive metadata schema that improved searchability and compliance across 50,000 assets.

★ Streamlined asset workflows, leading to a 25% reduction in production time for creative projects.