

# SKILLS Digital Marketing Tools **Event Planning** 8 Copywriting Skills 8 Visual Communication **Negotiation Skills** 9 Time Management

# INTERESTS

★ Surfing

Martial Arts

Community Service

👺 Blogging

# **STRENGTHS**

Patience

A Perseverance

**Planning** 

Positivity

## LANGUAGES



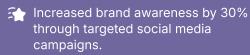


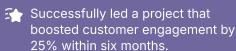
English

Swahili

Mandarin

### ACHIEVEMENTS





# ETHAN MARTINEZ

#### Marketing Team Lead

www.gwikresume.com

## PROFESSIONAL SUMMARY

Enthusiastic Marketing Team Lead with 2 years of experience in crafting and executing effective marketing strategies. Adept at managing cross-functional teams and driving brand engagement through innovative digital campaigns. Eager to leverage analytical insights and creative solutions to enhance brand performance and achieve measurable results.

# WORK EXPERIENCE

#### Marketing Team Lead

Apr / 2024-Ongoing

Pineapple Enterprises

耳 Santa Monica, CA

- 1. Developed and executed comprehensive marketing strategies for seven physical therapy brands across 200 clinics.
- 2. Managed external vendor relationships to ensure timely production and high-quality deliverables.
- 3. Collaborated with designers to create cohesive marketing campaigns across various platforms, including digital, print, and broadcast.
- 4. Designed and implemented a national marketing strategy, objectively measuring its success across nearly 200 clinics.
- 5. Trained new marketing hires, enhancing team capabilities and performance.
- 6. Delivered exceptional customer service to clients, fostering strong relationships and brand loyalty.
- 7. Analyzed market trends to refine marketing strategies and improve overall effectiveness.

#### Marketing Team Lead

m Apr / 2023-Apr / 2024

Summit Peak Industries

**耳** Denver, CO

- 1. Developed online marketing channels for small to medium-sized businesses, enhancing their digital presence.
- 2. Led a team of 8-10 professionals, including account coordinators and web designers, to deliver successful projects.
- 3. Oversaw the implementation of multimedia marketing strategies. ensuring alignment with client goals.
- 4. Monitored campaign performance, adjusting budgets and strategies to maximize ROI.
- 5. Provided exemplary customer service, addressing inquiries and building lasting client relationships.
- 6. Led a graphic design team in creating impactful marketing materials for diverse projects.

## 🛂 EDUCATION

Bachelor of Science in Marketing

m Apr / 2022-Apr / 2023

University of Florida

耳 Seattle, WA

Focused on digital marketing strategies and consumer behavior.