Luis Martinez

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United States



Profile

Creative director and designer with more than 15 years of award winning design. Proven expertise in all aspects of designing, building, marketing and maintenance of websites of all sizes. Strong web analytics background with in-depth level of knowledge in digital marketing, along with experience in strategic and analytical management of digital campaigns.

Experience

ECMD, Inc. Charlotte NC - Digital Marketing Director -
Mar 2012 - Present · 13 yrs

* Overlooks the company's digital marketing strategy and statistics systems.
* Design of company websites, landing pages and mobile applications including layout/user interface. Writing and editing digital content including advertising campaigns.
* Use of the MVC5 ASP.NET architecture and application to implement web projects.
* Content creation for websites using a variety of graphics and HTML5 animations.
* Tests new technologies for inclusion in web site design and functionality.
* Performs and directs web site updates for the existing sites.
* Confers with development team to prioritize needs, resolve conflicts and develop content criteria.
* Coordination and execution of all web and online activities for the company websites and social media outlets.
* Conducts keyword research and web statistics reporting.
* Runs pay-per-click campaigns.
* Strategizes ways to improve and track site performance and compile and present SEO performance reports and adjust PPC campaigns as needed.
* Brainstorming of new and creative growth strategies.

Zimmerman Advertising - Fort Lauderdale, FL - 2008 - 2012 - 3 Years

* Developed and implemented the overall creative vision for web design projects, aligning with the clients brands and business goals.
* Established design standards and guidelines for the team.
* Managed web design projects from start to finish, including timelines, budgets, and resources.
* Collaborated with other teams, such as marketing, product development, and engineering, to ensure projects were completed successfully.
* Presented creative concepts to clients and stakeholders, gathering feedback and making adjustments as needed.
* Reviewed and approved all creative output, ensuring it meets high standards of quality and creativity.

Worldata - Boca Raton, FL - 2003 - 2008 - 5 Years

Creative Director for Worldata. In charge of website design and printed materials.

Education

Universidad Metropolitana - Modern Languages - 1994-1998

Instituto de Diseño de Caracas - Graphic Design - 1994-1998

International Design Institute - Web Design and Multimedia - 1998 -2000

edX Harvard School - Master Studies in Marketing and Communications 2015 - 2017

Skills

English, Spanish, Italian Languages.

Full knowledge of Adobe Suite.

Awards

Internet Advertising Competition 2008 - Best Marketing Integrated Ad Campaign for Worldata.