

LUIS MARTINEZ

Creative Director | Digital Marketing | Web Strategy

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PROFILE

Creative Director and Digital Marketing Leader with 15+ years of experience delivering high-impact web, branding, and digital marketing solutions. Proven track record designing, building, and optimizing websites, managing SEO and PPC campaigns, and driving measurable growth through data-driven strategies. Experienced working with agencies, in-house teams, and stakeholders across industries. Available for freelance, contract, or part-time engagements.

CORE SERVICES & EXPERTISE

- Website Design & UX/UI (Desktop & Mobile)
- Digital Marketing Strategy
- SEO, PPC & Analytics
- Landing Pages & Conversion Optimization
- Brand & Creative Direction
- Content Strategy & Campaign Development
- Social Media & Online Presence Management
- Web Performance & Reporting
- HTML5, CSS, ASP.NET MVC
- Adobe Creative Suite (Expert)

PROFESSIONAL EXPERIENCE

ECMD, Inc. - Charlotte, NC

Digital Marketing Director | 2012 - Present

- Lead digital strategy, design, and execution across multiple company brands and platforms
- Design and maintain company websites, landing pages, and mobile applications
- Oversee SEO, keyword research, analytics, and performance reporting

- Plan, execute, and optimize PPC campaigns with ongoing performance adjustments
- Collaborate with developers using ASP.NET MVC architecture to implement web projects
- Improve website performance, usability, and conversion rates through testing and optimization
- Manage social media presence and online brand consistency

Key Results

- Increased site performance and visibility through SEO and analytics-driven improvements
- Streamlined digital processes and modernized web experiences across platforms

Zimmerman Advertising - Fort Lauderdale, FL Creative Director (Web & Digital) | 2008 – 2012

- Led creative vision for web and digital projects for national and regional clients
- Established design standards and brand guidelines
- Managed web projects end-to-end, including scope, timelines, and creative execution
- Collaborated cross-functionally with marketing, product, and development teams
- Presented concepts to clients and refined based on feedback
- Reviewed and approved all creative deliverables to ensure quality and brand alignment

Worldata - Boca Raton, FL Creative Director | 2003 – 2008

- Directed creative strategy for website design and print materials
- Oversaw brand consistency across digital and offline assets
- Delivered award-winning marketing and advertising campaigns

EDUCATION

- Master Studies in Marketing & Communications – edX / Harvard School (2015–2017)
- International Design Institute – Web Design & Multimedia (1998–2000)
- Instituto de Diseño de Caracas – Graphic Design (1994–1998)
- Universidad Metropolitana – Modern Languages (1994–1998)

LANGUAGES

- English (Fluent)
- Spanish (Fluent)
- Italian (Conversational)