

Eric Martinez

AWARD-WINNING CREATOR TO CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

Creative strategist and brand storyteller with **13+ years** building creative functions from the ground up, starting behind the camera and growing into full department leadership. Recruited by the same CEO across two companies to build in-house creative operations, most recently replacing an underperforming external agency with an internal team while simultaneously building distinct brand identities for two contrasting properties. Equally at home directing celebrity talent on set or designing the production systems that keep a department on time, on budget, and on brand.

SKILLS

STRATEGY & LEADERSHIP: Creative Strategy, Brand Strategy & Multi-Property Positioning, In-House Team Building & Agency Transition, Vendor Contract & Cost Auditing, Budget & Resource Allocation, Hiring & Talent Evaluation, Executive Communication & Stakeholder Management, Content Strategy & Planning, KPI Tracking & Data Analysis, Public Speaking & Presentation Design, Influencer / Affiliate / Partnership Marketing

PRODUCTION & CREATIVE DIRECTION: Talent Directing (Celebrity & On-Camera), Casting & Vetting, Pre-Production through Post-Production, Production Vendor & Partner Management, Multi-Camera & Live Event Capture, Stabilized/Gimbal & Drone Aerial Capture, Motion Graphics Design, Sound Design, Color Grading, Studio Build-Out, Lighting & Acoustic Design, Social Media Cohesion (YouTube, IG, FB, TikTok, & X)

MARKETING & DIGITAL: Paid Social & Media Buying, SEO / AEO / GEO Content Structuring, Entertainment Marketing Operations (Ticketing, Presale, VIP Programs), Influencer & Creator Partnerships, Analytics & Reporting (Google Analytics, Sprout Social, Meta Business Suite)

SOFTWARE & TOOLS: Adobe Creative Suite (Photoshop, Premiere, Lightroom, InDesign), DaVinci Resolve, Cinema 4D, Maxon Red Giant, Runway, Antigravity, WordPress, Joingo, Analytics (GA4, Meta, YouTube, LinkedIn, Sprout Social)

WORK EXPERIENCE

CONTENT MANAGER | CASINO ARIZONA & TALKING STICK RESORT 2025 - present

- Lead content strategy and production across two Scottsdale-area properties with deliberately contrasting brand positioning, Casino Arizona as a locals-focused “big names, small space” brand, Talking Stick Resort as approachable luxury, aligning talent, tone, and visual identity to each.
- Co-Directed celebrity campaigns for both brands, including Alice Cooper, Shawn Marion, Randy Johnson, Gonzo, and Michael Biehn for Casino Arizona, and Steve Martin for Talking Stick Resort, using the same production partners and quality bar set on the Table Mountain Danny Trejo campaign.
- Run 3 to 5 concurrent productions across both properties, translating each brand’s voice into shot lists, production plans, and on-set direction. Posting to YouTube, IG, FB, Web & X
- Focused fully on content production following the hire of a dedicated digital marketing manager, sharpening scope onto creative direction and execution across both brands.
- Contributed to a record-breaking staycation hotel season following the shift of media buying in-house.

DIGITAL MARKETING MANAGER | CASINO ARIZONA & TALKING STICK RESORT 2024 - 2025

- Recruited by the former CEO of Table Mountain Casino Resort to help lead an in-house marketing transition at a 5,000+ employee company, moving the function off an external agency that was overcharging and underdelivering.
- Significant contributing leader who pioneered the in-house transition, pulling 90% of web, app, and social media functions from an under-performing agency, then leading full removal of advertising and creative once the right hires were in place.

- Influencer Marketing. vetted talent for brand fit, initiated outreach, defined scope, and drafted the SOW. Managed talent on property, recovered all deliverables, and maintained relationships.
- Designed a structured entertainment marketing workflow coordinating ticket pre-sell timing, Ticketmaster requirements and deadlines, app exclusives, social giveaways, VIP offers, posting cadence, and templated social assets, replacing ad hoc handoffs with one system the whole team worked from.
- Content Creation, Analytic analysis and reporting. (GA4, Meta, YouTube, LinkedIn, & Sprout Social)

DIGITAL MEDIA SPECIALIST | TABLE MOUNTAIN CASINO RESORT

2021 - 2024

- Served as a creative lead through the launch of the resort's new property, a ground-up expansion across from the original casino, leading all marketing content for a grand opening that became a major brand success.
- Earned creative autonomy under executive sponsorship, with enough trust from senior leadership to be brought into strategic planning.
- Co-Directed and line produced a high six-figure brand campaign featuring actor Danny Trejo, alongside a four-person internal team.
- Ran daily, sometimes multiple-times-daily, shoots across billboards, promotions, and digital, owning budget, talent, and production logistics, with scope and influence expanding steadily over the nearly three-year tenure.

CONTENT CREATOR | MEASURED RESULTS, CPA

2020 - 2021

- Sole in-house content creator for Tyler McBroom, a tax and CFO personality known for live-streamed tax education, media appearances, and a SaaS product suite, covering live events, podcast capture, and short-form video.
- Built and executed a content strategy alongside Instagram growth from 350K to 650K followers, contributing to audience growth alongside a concurrent Amazon bestseller launch.
- Directed guest experts and media personalities on camera, managing multi-format production schedules solo while keeping every piece aligned to brand standards.

CONTENT CREATOR | CALIFORNIA STATE UNIVERSITY, FRESNO

2017 - 2020

- Designed a reusable motion graphics system (intros, outros, brand-aligned templates) adopted across all 22 programs, giving every team a consistent professional look without individual design support.
- Served as one of two videographers covering all 22 NCAA sports programs at Fresno State, running weekly game-day production on a hard deadline (shoot Friday night, deliver by Saturday morning).
- Treated game coverage as a marketing function rather than straight videography, capturing fan experience and crowd energy alongside highlights, a contributing factor in the football program's strongest ticket sales in years during a losing season.
- Produced weekday medium-form content built around athlete storylines and brand narrative, layered on top of the weekly game-day cycle.

PHOTOGRAPHER / GRAPHIC DESIGN LEAD | PREMIER STUDIOS OF CA

2012 - 2017

- Shot school photography statewide on a five-day-a-week travel schedule, producing hundreds of portraits daily and refining lighting, posing, and retouching techniques under high-volume production demands.
- Promoted from photographer into the graphic design department during seasonal slow periods, becoming the go-to technical resource on a three-person design team within two years.
- Directed subjects on set across a wide range of ages, including young children, requiring a distinct approach to posing and pacing.

EDUCATION

AA, Information Technology | University of Phoenix | 2016 - 2018

FEATURED SPEAKER - NATIVE NATIONS MARKETING CONFERENCE

Panelist, Brand Visibility in Ai-powered search and recommendation systems | **2025**

Panelist, Digital Marketing in the Age of Ai | **2024**

AWARDS

Addy | AAF Fresno | Best Commercial Advertisement | **2023** | [CLICK TO WATCH](#) | Co-Director & Line Producer