

# ERIC MARTINEZ

CONTENT MANAGER / CREATIVE STRATEGIST

Fountain Hills, AZ | 559.400.4909 | Motivatezen@gmail.com | Motivatezen.com



## High Level Creative Strategist with over 13 years of professional experience

### About Me

---

Content manager and creative strategist with 13+ years of end-to-end production experience across hospitality, sports, entertainment, and corporate sectors. Skilled in translating brand strategy into visual storytelling that connects with audiences on a human level. Fluent in every stage of content creation from concept to delivery. Confident working at any scale of production.

### EXPERIENCE

---

#### Content Manager

Casino Arizona & Talking Stick Resort

Nov 2025 - Present | Scottsdale, AZ

Lead planning and capture of photo and video content across brand campaigns, lifestyle imagery, architectural visuals, and behind-the-scenes content. Translate marketing objectives into structured shot lists and production workflows. Make real-time creative decisions in dynamic guest-facing environments while maintaining brand standards.

#### Digital Marketing Manager

Casino Arizona & Talking Stick Resort

Mar 2024 - Nov 2025 | Scottsdale, AZ

Managed website and mobile app experiences ensuring content accuracy and alignment with marketing initiatives. Led social media campaign planning and execution. Introduced structured workflows and improved cross-channel alignment. Contributed to internal culture development through collaboration and accountability.

#### Digital Media Specialist

Table Mountain Casino Resort

May 2022 - Mar 2024 | Fresno, CA

Served as the sole creative media resource for a full-scale casino property. Owned end-to-end photo and video production across social media, website, and large-format billboard campaigns. Managed the full production workflow independently from pre-production planning through final delivery.

#### Content Creator

Measured Results CPAs | Tyler McBroom

Nov 2020 - May 2021 | Roseville, CA

Produced creative design and video content for a Tony Robbins tax and CFO partner. Managed live event operation, podcast capture, short-form video, and educational course content. Supported Instagram growth from 350K to 650K followers through consistent content strategy and execution.

#### Content Creator

California State University, Fresno

Aug 2019 - Nov 2020 | Fresno, CA

Two-person creative video team serving 22 NCAA sports teams. Delivered on-field capture and edited content with under 24-hour turnaround. Developed motion graphic overlays, sound design, and press conference coverage. Contributed to record-high ticket sales through fan engagement content.

#### Photographer / Graphic Design Lead

Premiere Studios of CA

May 2012 - Apr 2017 | Fresno, CA

Studio photographer specializing in headshots and sports photography. Advanced to graphic design department and became department lead within two years.

---

## EDUCATION

### Associate of Arts — Information Technology

University of Phoenix

## SKILLS

### SOFTWARE

Adobe Premiere Pro  
Adobe After Effects  
Adobe Lightroom  
Adobe Photoshop  
DaVinci Resolve  
Final Cut Pro  
Adobe Audition  
CapCut

### PRODUCTION

Cinema & DSLR Camera Systems  
Professional Lighting Rigs  
Gimbal & Stabilization  
Drone & Aerial Capture  
Studio & Location Audio  
Teleprompter Systems  
LED & Practical Lighting  
Full Studio Setup

---

*The whole story lives in the details most people skip. That is exactly where I start.*