



# SEBASTIÁN MARTÍNEZ

## CONTENT SPECIALIST

Bilingual Marketing Solutions

### + Personal Data

www.guik.co  
sebastianm.SF@gmail.com  
 SMartinez5

### + Work Experience

#### Spectrio LLC.

Creative Consultant  
2008 - Present

- Directed productions between voice talents and studio engineers, performing as the bilingual specialist in a high volume, detail oriented supply chain
- Managed all Hispanic client accounts for the nation's leading provider of on-hold messaging and digital signage managed services
- Created original content for businesses and organizations from virtually every industry

#### Trigger

Creative Director  
2012 - 2014

- Directed digital marketing ad campaigns for a startup in Latin America, competing with and winning clients from established firms.
- Led a team of graphic designers, writers and account executives in fulfilling client KPIs via Web & Social Media targeted content, Digital Signage and Mobile services.

#### Enter.co

Gaming Reporter  
2009 - 2012

- Reported on the video gaming industry for Latin America's largest tech news outlet.
- Created targeted content for sponsors like BMW, Telefónica / Movistar and Dell.
- Increased page views with SEO tools and moderated community participation via Wordpress.

### + Formal Education

**ECKERD COLLEGE**  
B.A. with High Honors, 2008  
Creative Writing, Spanish, Comparative Literature

**Honors & Activities**  
Benjamin A. Gilman Int. Scholarship  
*Universidad del Salvador, Argentina*  
*Spanish Literature & Translation*  
Letters Collegium Award for Excellence  
General Manager - WECX 99.9FM  
Hispanic Students Club

### + Engagements & Contract Work

**Sony Pictures Entertainment - 2015**  
Data repair (Post-cyberattack)  
**TFI Resources - 2015**  
Administrative Assistant  
**Team Enterprises - 2014**  
Promotional Specialist  
**Red Rock Interactive - 2009 - 2014**  
Content Copywriter

### + Tools & Skills

Marketing Strategy & Team Management  
Writing, Translation & Interpretation  
Photography & AV Systems  
Netsuite, Wordpress, MS Office  
Adobe Creative Suite  
Buffer & Hootsuite, SignageStudio  
Google AdSense, Disqus

### + Languages

English, Spanish

### + Hobbies & Interests

*Graphic Design, 3D Printing, Home brewing, Travel, Hiking & Climbing, Fiction & Graphic Novel Writing, Soccer, Snowboarding, Waterskiing*