



ROSA MARTIN
rosawanders.com

EXPERIENCE

ASSOCIATE CREATIVE DIRECTOR // CREATIVE STRATEGIST Inspira Marketing 2016 - 2020

- Led strategic development and creative concepting as part of the agency's pitch team, resulting in the win of a 3-year contract with Jeep, a new vertical for Inspira, and three industry awards for brand experience. Demonstrated managerial expertise by leading two creatives through concept and design, and working cross-functionally to ensure connectivity, efficacy, and quality in execution.
 - Launched the agency's creative strategy capability and presided over the function in all business development across the company. Partnered closely with the insights and analytics teams to evolve the agency's output from solely tactical execution to advanced insight-driven strategy through the study and application of consumer mindset data (surveys, interviews, social listening deep dives) and qualitative research in uncovering human truths.
 - Chaired creation and implementation of agency's *Inspire Innovation* platform aimed at developing internal team members and exposing clients to ideas and trends applicable to their business. Concepted, designed, and curated all three series - Night of Discovery, FONK, The Squeeze Website - based on needs identified through cross-team collaboration and communication.
- Other Key Clients:** Prudential, Virgin Atlantic, Castello Cheese, Grassroots, Nestle Waters

ART DIRECTOR // SENIOR ART DIRECTOR TracyLocke 2011 - 2016

- Served as Creative Lead for two years with the Chase Sapphire team as part of the 10-day 'Presenting Sponsor Partnership' activation at the Sundance Film Festival. Our 360-platform featured on-site engagements, digital & social integrations, and dining & travel partnerships.
 - Collaborated with the advertising and PR agencies to concept, create, and launch Starbucks' new line of crafted at-home iced coffee in retail stores.
- Other Key Clients:** Pepsi, Aquafina, Pure Leaf, Harmon Kardon, JBL, Reebok

AFTER HOURS

SHOE YOUR FOOD Co-Founder | Content Creator + Social Media Manager
Social account celebrating the fusion of food and footwear.
IG: @shoeyourfood Website: shoeyourfood.com

@ROSAWANDERS Founder

Instagram account created as a personal outlet for creative play with no boundaries.

STRTGST Social Content Creator

New York City community of over 1000+ strategists who come together monthly for conversations and experiences around culture, people and the craft of strategy.

AWARDS

GOLD PRO AWARD 2020

Best Sports Sponsorship for Jeep, Champions of Adventure at the Winter X Games

SILVER PRO AWARD 2020

Best Use of AI/AR/VR for Jeep, Champions of Adventure at the Winter X Games

GOLD REGGIE AWARDS 2020

Sports Marketing Activation for Jeep, Champions of Adventure at the Winter X Games

SKILLS

- Expertise across the Adobe Creative Suite
- Content creation and storytelling for social media
- Building presentations in Keynote & Powerpoint
- Facilitating brainstorming and workshops
- Knowledgeable in Sketch, iMovie, Splice
- Photography, painting and drawing

EDUCATION

SYRACUSE UNIVERSITY, College of Visual and Performing Arts, Syracuse, New York
BFA Communications Design 2010

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