

ROB MARTINEZ

MARKETING & GROWTH LEADER

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EXECUTIVE PROFILE

Senior marketing and growth leader with 12+ years building audiences, revenue streams, content systems, creator ecosystems, and high-performing teams across entertainment, consumer, nonprofit, and emerging-media businesses. Built a creator-powered content business to \$18M in annual revenue, led 2,500+ campaigns supporting 46 Billboard Top 10 releases, scaled a 250+ show network to 22M+ subscribers, and generated billions of impressions across platforms and campaigns. Experience spans growth strategy, brand and content, creator partnerships, lifecycle and CRM, audience development, GTM, monetization, and AI-enabled marketing operations. Best in high-growth environments where the opportunity is visible before the system around it exists.

SELECTED CAREER IMPACT

\$18M
ANNUAL REVENUE BUILT
250+
CREATOR-LED SHOWS

2,500+
CAMPAIGNS
22M+
SUBSCRIBERS

46
BILLBOARD TOP 10s
750%
PERFORMANCE GROWTH

BILLIONS
IMPRESSIONS
\$500K
CAMPAIGN BUDGETS

CORE LEADERSHIP AREAS

Growth Strategy & Revenue Expansion | Brand & Go-to-Market | Creator & Influencer Partnerships | Content & Social Strategy | Lifecycle, CRM & Automation | Audience Development & Retention | Integrated Campaigns | Platform Distribution | Partnerships & Business Development | Marketing Operations | Performance Optimization | AI-Powered Workflows

PROFESSIONAL EXPERIENCE

THE GROWTH LAB | Marketing Execution Lead | Jan 2026 - Jun 2026

Multi-client growth agency supporting financial services, gaming, health/wellness, and entertainment businesses.

- Led marketing execution across six client accounts, owning campaign planning, client relationships, budgets, and cross-channel delivery.
- Built and managed GoHighLevel CRM systems, cold-email automation, newsletter programs, and customer acquisition workflows tied to client growth objectives.
- Managed five-figure campaign budgets while coordinating strategy, creative, execution, reporting, and optimization.
- Built a creator partnership program for gaming and entertainment IP BitBlock Engine, identifying and onboarding creators aligned with audience and campaign goals.

inARTISTS | Director, Acquisitions & Asset Management | Apr 2024 - Present

Holding company spanning AI, media, talent, and commerce.

- Evaluate media, technology, talent, and creative IP opportunities, assessing audience value, commercial potential, partnership fit, and monetization pathways.
- Support deal flow and asset strategy across inbound and outbound opportunities while managing partner relationships and commercial conversations.

TIM TEBOW FOUNDATION | Director, Storytelling & Strategic Content | Oct 2024 - Sep 2025

Global nonprofit organization operating across multiple countries, ministries, donor audiences, and media channels.

- Led cross-channel audience and content strategy across social, video, web, email, events, and partner distribution.
- Rebuilt editorial planning, workflows, approvals, and distribution strategy to connect organizational priorities with audience behavior and measurable performance.
- Increased long-form video performance 750% through platform-specific programming, creative packaging, and distribution sequencing.
- Designed audience journeys across social, web, email, and organic discovery, connecting awareness and engagement to deeper mission participation.
- Established trauma-informed storytelling standards and managed agency, vendor, executive, ministry, and creative relationships across complex campaigns.

PROFESSIONAL EXPERIENCE CONTINUED

GET ENGAGED MEDIA | Director, GEM Studios | 2023 - 2024 • Director, Content Development | 2022 - 2023 • Director, Music Marketing | 2020 - 2022

Digital-first marketing and creator agency serving entertainment, consumer, talent, and platform partners.

- Built and scaled a creator-powered content business from inception to \$18M in annual revenue, turning an emerging capability into a core company growth engine.
- Led 2,500+ influencer and digital campaigns supporting 46 Billboard Top 10 releases for artists including The Weeknd, Adele, Doja Cat, and Justin Bieber.
- Built creator, content-seeding, and distribution ecosystems that generated billions of impressions across TikTok, YouTube, Instagram, Snapchat, Facebook, and culturally relevant media networks.
- Scaled and led multidisciplinary teams across strategy, creator partnerships, production, analytics, social, and client services, growing the organization from approximately 5 to 31 people.
- Built one of the largest third-party Snapchat creator networks in the U.S., scaling to 250+ shows and 22M+ combined subscribers across entertainment, lifestyle, podcast, and creator properties.
- Developed an early video partnership with Spotify during its creator-video monetization expansion, building workflows around content packaging, distribution, and creator IP.
- Managed campaign budgets from \$20K to \$500K, connecting audience behavior, creative strategy, creator selection, distribution, optimization, and client objectives.
- Originated and managed partnerships with major creators and talent including Matt Rife, Jessica Alba, King Bach, Neil deGrasse Tyson, Wiz Khalifa, and others; partnered with sales and executive leadership on six-figure pitches, client expansion, and new platform opportunities.

5250 STUDIOS | Vice President, Marketing & Content | 2015 - 2018

Digital content studio spanning creator partnerships, production, branded entertainment, and business development.

- Co-founded and operated the studio, leading go-to-market strategy, new business, client relationships, creator partnerships, and end-to-end campaign delivery.
- Drove 3x revenue growth over three years through new client acquisition, expanded offerings, and stronger partner deal structures.
- Built branded-content and creator programs for entertainment and consumer clients across YouTube and emerging social platforms.

BURKE CONSTRUCTION GROUP | Marketing Manager | 2018 - 2020

Commercial construction company serving a relationship-driven B2B market.

- Led a company-wide rebrand and integrated marketing operation, strengthening positioning across digital, print, media, and sales channels.
- Partnered with executive and sales leadership on brand strategy, media planning, marketing collateral, and market-facing communications supporting business development.

CREATOR ECONOMY FOUNDATIONS | Fullscreen Media • Collective Digital Studios • Big Frame | 2012 - 2015

Built the foundation of my career inside three of the first major YouTube creator networks while digital talent was becoming an industry.

- Worked across creator acquisition, talent development, audience strategy, community growth, partner management, monetization, content optimization, and international expansion.
- Signed and developed creators, advised channels on programming and audience growth, managed partner relationships, and helped build early operating models for creator monetization and brand partnerships.

EDUCATION

GEORGIA STATE UNIVERSITY | B.S., Public & Political Communications