

Kevin Michael Martin

Digital Marketing Professional | 970.903.0884 | martinkevinmichael@gmail.com

Creative, technically savvy, hardworking digital marketing leader harnessing the power of video, web, performance marketing, and social media to deliver smarter, more innovative digital marketing campaigns. Proven track record developing and executing global multi-media projects, across industries, using cutting-edge digital media trends to increase traffic, improve conversions, and drive sales.

Professional Experience

Marketing Project Manager - Microsoft 365 Studios | Microsoft - Redmond, WA | 2018 to Present

Responsible for starting social media creative design team within Microsoft 365 Studios; leveraging agile design process to deliver 40+ assets per month for social marketing campaigns for Microsoft Applications.

- Support Business and marketing teams to design multimedia content for Microsoft Applications including Office365, Outlook, Project Online, and Teams
- Manage and coordinate cross functional team members, agencies, designers, writers and freelancers to deliver world class marketing content
- Collaborated with Social Media POC, Brand, and Design teams to deliver Microsoft 365 Social Media Marketing guidelines in <2 months (-1 month below avg.), used as core brand guidelines for Microsoft 365 Global Social Media efforts

Sr. Social Marketing Manager - Automated Advertising | Amazon.com - Seattle, WA | 2016 - 2017

Designed and implemented A/B Performance marketing campaigns through Facebook, Instagram, Twitter, Pinterest, and other Social publishers designed to optimize ad performance for sales, prioritize and define internal automated ad technology.

- Collaborated with internal economic and measurement tech teams to design Amazon-wide incremental video measurement technology; which measures LTV DSI lift performance of video advertising on sales over 7,14,30 days
- Designed and implemented video experimentation methodology on FB and IG; within 3 months drove ROI positive video campaigns, driving statistically significant DSI lift values, the learnings improved creative development and technical infrastructure, which will drive Millions in incremental value for Amazon
- Wrote three-year vision for Amazon's paid social video advertising strategy, the document was used by multiple teams as a guide for OP1 planning and technical development serving as a foundation for Video Automation technology
- Partnered closely with internal video production teams to design and produce video content used in ads, as well as building process that streamlined delivery of content increasing output by 5X
- Worked with Social Media publishers (FB, TW, IG, PN) Beta-testing bleeding-edge Social Ad products, helping refine product offering specs, prioritize development of Amazon technology to improve advertising performance, and supported the launch of automated Pinterest ads, improve Facebook Video advertising performance and infrastructure

Sr. Global Program Manager, - Amazon.jobs | Amazon.com - Seattle, WA | 2015 - 2016

Business owner of Amazon's Global Careers website established global programs for the new site, prioritized projects with technical teams, influenced teams to manage projects that would increase traffic. Site reached top 10 most visited careers sites in the world within first 3 months of launch.

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- Collaborated with technical, brand, stakeholders, legal and design teams in the redesign and launch of Amazon.jobs 2.0, improving the overall user experience and search
- Owned and prioritized ongoing technical projects that lead to significant improvements to the site including: search, design, navigation, content improvements and more
- Managed global migration project that redirected over 200 pages and 8 global career micro-sites under 8 weeks to Amazon.jobs, driving 10X increase in global traffic
- Built internal processes to manage global teams, on-boarding, self-service content management and training

Content Manager, Global Talent Acquisition | Amazon.com - Seattle, WA | 2014 - 2015

Managed Employment marketing campaigns and lead the launch of Amazon's global careers website (Amazon.jobs); delivering a world-class candidate experience connecting top-talent with teams across Amazon to meet hiring goals.

- Development of social media as both a brand strategy and candidate generation tool by partnering with social media experts on the Amazon business side to drive engagement strategies and metrics
- Improving our candidate experience and helping us work toward our vision of creating the same type of experience we provide to our retail customers
- Going beyond Employee Value Proposition (EVP) development to create flexible, targeted marketing messaging by geography while still staying true to Amazon culture

Digital Media Strategist | Ralph Schomp Automotive - Denver, CO | 2012 to 2014

Helped found an in-house Advertising Agency, routing over \$3.5 million back into the company. Increasing digital and traditional marketing efforts for top Automotive dealership in Colorado.

- Managed industry leading digital marketing channels for National and Regional Brands including BMW, Honda, and Mini
- Maintain and manage Schomp's primary web properties (5), 3rd party vendors, social media pages, Social Ads, and content production
- Managed 4 website upgrades in 1 year, increasing low funnel conversions 1.5% on average month over month
- Develop, Execute and Measure 360-degree trans-media campaigns focusing on user centered content. Increasing engagement by over 200% in 6 months
- Leverage digital and social channels to grow community engagement, brand awareness and increase ROI.
- Collaborated with a social media team to drive our Facebook pages to the top in Denver, Colorado
- Implemented and established industry leading benchmark KPI's Improving, conversion, business and engagement analytics to improve ads and content marketing
- Developed story driven multimedia content with local and national partners delivered through social publishers and digital channels

Freelance Consultant Digital Media Specialist | Seattle, WA | 2007 - 2012

Worked with small businesses, consulting firms, global NGO's, and local non-profits to consult, design, and implement multimedia digital marketing campaigns.

- Nyhus Consulting: world-class PR firm on multi-year campaign integrating narrative content, video, and social strategy for high profile national client in corporate sector
- Linsey Careers: DSLR video production for educational based web content generated to reach new clients of executive recruiting firm through new digital channels
- IslandWood: Implemented digital projects, including fundraising video raising \$1M+ living permanently in Smithsonian
- Americas Charities: Motion graphic animation developed internally for foundations executives; screened for heads of largest Nonprofits in US

Visiting Adjunct Film Production Professor | Fort Lewis College - Durango, CO | 2007- 2008

Created, lectured and mentored students enrolled in video production courses, curriculum included three hundred and four hundred level - advanced video production classes.

- Mentored students' short documentaries, promotional videos and Fiction Films for camera and lighting theory and techniques
- Guided and mentored students through post production digital workflow to create successful projects screening the best projects at a community event

Education

Master of Communications focus in Digital Media: University of Washington - Seattle, WA 2012

Web Design Certificate: Art Institute Colorado - Denver, CO 2007

Film Production Certificate: Vancouver Film School - Vancouver, BC 2006

B.A. in Social Sciences: Fort Lewis College - Durango, CO 2004

Technical Skills

Applications: Adobe Creative Suite, (Photoshop, Illustrator, Premiere, Aftereffects), Final Cut Studio (Final Cut Pro, Motion, Compressor, Color, Live Type, DVD Studio Pro) iMovie, Avid Express, Avid Media Composer, Vegas Video, MPEG Streamclip, Microsoft Office (Word, Excel, Power Point, Outlook) Node XL, SPSS. **Web:** HTML, CSS, XML, FTP/SFTP, MySQL, CMS Systems, Drupal, Wordpress, Plone, and common Blogging platforms. **Some Knowledge:** Java, Javascript, server, PHP, Python. **Operating Systems(OS):** Mac OSX (native operating system) and Windows. **Video:** Film, DV, Mini DV, HDV, HD, compression formats, H264, Apple pro-res, and many more, traditional and nontraditional encoding formats, .mov, mpg, and wmv.