

David Martinez
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QUALIFICATIONS

- 20+ years of experience as creative professional in marketing communications for major consumer and B2B brands.
- Accomplished at providing creative direction and copywriting for marketing campaigns, websites, email, UX designs, and more.
- Veteran of dozens of major product launches and web project implementations in fast-paced, ever-changing environments.
- Proven manager and team leader with experience presenting work to executives, managing external agencies, and providing professional guidance and mentoring to group members.

EMPLOYMENT EXPERIENCE

Apple, Inc. (2004-present)

Creative Manager – Copy, HR Communications & Marketing (2014-present)

Provide creative leadership and copywriting for a wide range of internal and external communications. Types of projects include worldwide recruitment campaigns, marketing for employee benefits and programs, executive communications, and more.

Deliverables include websites, emails, invitations, banner ads, employee stories, and executive reports. Responsible for presenting creative concepts to executives and internal clients. Directly manage three copywriters and a copy editor. Co-lead a creative team of designers and project managers.

Partial List of Accomplishments

- Helped build team for new group within HR department focused on creating high-impact communications for employees and candidates.
- Wrote copy and provided creative direction for new Apple Jobs website (launching 2017), including headlines, body copy, and UX copy.
- Provided creative direction for dozens of recruiting campaigns that generated thousands of job applicants.

Associate Creative Director – Copy (Interactive), Apple Marcom (2010-2014)

Responsible for creative direction, copywriting, UX copy, and editorial strategy for product launches, marketing campaigns, and company initiatives on Apple.com and the Apple Store app for iOS. Worked on collaborative team with information architects, graphic designers, developers, copywriters, producers, product managers, and creative directors. Regularly presented creative concepts to peers and executives. Managed team of copywriters and supervised work of freelancers and design agencies.

Partial List of Accomplishments

- Wrote copy and/or provided creative editorial direction for dozens of product websites, emails, and online store pages covering Mac, iPad, iPhone, iPod, OS X, and iOS.
- Worked with product marketing, PR, and operations to develop websites for Apple's high-profile environment and supplier responsibility programs.
- Helped develop creative strategies, UX copy, and editorial guidelines for Apple Online Store redesign and ongoing site updates.

Copywriter, Apple Online Store (2004-2010)

Responsible for establishing and enforcing editorial voice of Apple on the Apple Online Store, a multibillion-dollar e-commerce site that sells Apple and third-party products. Wrote or edited copy for nearly every product launch between 2004 and 2010, including the first iPhone and iPad. Wrote ads for search marketing programs that generated over \$500 million per year. Wrote headlines and copy for buying guides, emails, banners, and other assets for holiday and other seasonal promotions.

Logitech, Inc. (2002-2004)

Senior Global Web Producer/Copywriter

Responsible for strategic direction of Logitech.com content, features, and overall user experience, serving an average of three million visitors per month at the time. Duties included copywriting, content strategy, end-to-end project management, web analytics, search engine optimization, search marketing, and UX testing.

Freelance marketing writer and consultant (2001-2003)

- Built complete websites, including page layout, design, writing, coding, and marketing.
- Researched and wrote content for websites, brochures, case studies, and other materials.
- Clients included Exodus Communications, Cutthroat Communications, NetScaler, Glowlink Communications Technology, Loma Communications.

Jamcracker, Inc. (2000-2001)

Manager/Writer, Branding and Communications

Responsible for creating and managing all aspects of Jamcracker.com website. Worked in collaborative team on corporate branding, events, marketing communications, and lead generation. Developed campaigns using e-marketing automation software and managed outside agency. Wrote variety of communications documents that reflected company messaging, including sales letters, direct mail, brochures, prospect newsletters, datasheets, and more.

Novell, Inc (1996-2000)

Managing Editor, Novell.com (1998-2000)

Responsible for managing all content and links on Novell.com home page and other areas of website. Researched and wrote feature stories on Novell products, programs, and services; personal interviews with Novell executives; and op-ed articles on behalf of partner executives. Managed freelance writers and directed the work of graphic artist and HTML programmers.

Marketing Writer/Public Relations Manager (1996-1997)

Wrote and edited press releases, strategic articles, and success stories demonstrating how customers use Novell products.

EDUCATION

- BA English: University of California, Berkeley
- Honors: U.C. Berkeley Chancellor's Scholar

OTHER INFORMATION

- Author of three editions of *The Book of Baseball Literacy* (Plume/Penguin, 1996; iUniverse, 2000; Homerunweb Books, 2011-2015), a reference guide to 150 years of baseball history; more than 10,000 books and ebooks sold worldwide.
- Conversant in Spanish.
- Interests include baseball, photography, and magic.