

# ALAN MARTINEZ

Strategic Creative & Marketing Leader | 20+ Years Driving Brand Growth & Digital Transformation

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## EXPERIENCE

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### **Creative and Digital Director | 2019 - 2025**

#### **Boot World | Footwear & Apparel Retail (D2C & B2B) | San Diego, CA**

- Served on the executive team, steering organization-wide strategy across revenue planning, operations, and expansion initiatives, resulting in 56% sales growth over three years.
- Transformed the digital experience across creative, marketing, and eCommerce, driving engagement and unifying brand presence across all customer touchpoints.
- Built and led the creative, marketing, and eCommerce function from a one person operation to a high-performing 24-person team, fostering collaboration and career growth.
- Integrated and scaled Amazon Marketplace into eCommerce strategy, allocating resources, refining processes, and improving procurement to drive 282% sales growth over 24 months.
- Led a Shopify replatform to enhance customer experience (D2C/B2B), site performance, and HubSpot integration, boosting annual sales 46% while cutting operational costs 38%.
- Designed a custom B2B eCommerce portal enabling corporate employees to purchase safety footwear through a branded voucher system, driving 33% B2B revenue growth.
- Developed full-funnel paid, email, and social campaigns, using segmented creative and performance optimization to boost brand visibility 78% through impressions and engagement.
- Directed omnichannel campaigns that exceeded engagement targets by 55% in 12 months, leveraging segmented creative and full-funnel strategy across paid, email, and social channels.
- Optimized performance marketing and customer journeys using GA4, GTM, and HubSpot, resulting in a combined 50% lift in CTR, keyword rankings, and site traffic over 18 months.

### **Creative Director | 2012 - 2019**

#### **Boot World | Footwear & Apparel Retail (D2C & B2B) | San Diego, CA**

- Directed a multidisciplinary creative team in a fast-paced, deadline-driven environment, advancing a digital-first strategy that lifted online visibility 87% via SEO and social.
- Mentored senior creatives and redefined team structure for role clarity, boosting retention and enabling cross-functional teams access to faster, more impactful creative output.
- Launched private label brands Trade Street Boot Company and Burleigh Sheepskin, directing identity, packaging, and launch strategy to secure 25% market share in key segments.
- Drove brand partnerships with UGG, Timberland, and Dr. Martens to shape joint brand strategy, resulting in 33% engagement growth over 6 months through cross-channel storytelling.
- Led campaign development across digital, print, and in-store, strategically elevating brand positioning, storytelling, and deepening D2C and B2B engagement across customer journeys.

## **Senior Graphic Designer | 2008 - 2012**

### **Boot World | Footwear & Apparel Retail (D2C & B2B) | San Diego, CA**

- Identified the need and implemented an organization-wide project management system, improving communication and workflows, boosting overall productivity by 50% in 12 months.
- Led company-wide creative asset production across digital and print, mentoring junior designers and providing guidance that increased team output by 46% over 18 months.
- Established a custom in-house digital asset management system, improving organization and speeding asset retrieval to support faster project turnaround.

## **Select Creative and Brand Consulting Engagements**

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### **H.G. Fenton Company | Real Estate Development | San Diego, CA**

- Created the logo and visual identity for AMP 30, a music-inspired residential brand designed to attract young professionals seeking urban lifestyle living.

### **Acclaimed Internal Medicine | Healthcare Services | Phoenix, AZ**

- Developed full brand identity for A.I.M., creating logo, typography, and messaging to establish credibility with healthcare professionals.

## **CORE COMPETENCIES**

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**Marketing & Creative Leadership:** Brand & Campaign Strategy · Omnichannel Campaigns · Performance Optimization · Creative Direction · UX/UI Design · Design Systems · Content Strategy · Messaging Development

**Technology & eCommerce Platforms:** Shopify · Amazon Marketplace (FBA/FBM) · GA4 · HubSpot · GTM · Adobe Creative Cloud · Figma · AI Tools (ChatGPT, Midjourney, Adobe Firefly, Runway ML) · Platform Migration · Conversion Rate Optimization

**Business & Strategic Leadership:** Strategic Planning · Digital Transformation · Executive Alignment · P&L Oversight · Budget Ownership · Team Building & Mentoring · Agile Project Management · Resource Planning · A/B Testing

## **EDUCATION**

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### **Bachelor of Science in Marketing**

Arizona State University | Expected 2026

### **Associate of Science in Arts & Media Management**

Scottsdale Community College | Focus: Film Production