

Alan Martinez

Creative and Marketing Leader | Brand, Digital Commerce and Growth Strategy

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EXECUTIVE SUMMARY

Creative and marketing leader with 20+ years integrating brand strategy, performance marketing, and digital commerce into unified growth engines. Built marketing and eCommerce infrastructure from the ground up, scaling operations across D2C, B2B, and marketplace channels. Bridges creative vision and technology to deliver measurable business results.

EXPERIENCE

Boot World Inc.

National Footwear and Apparel Retailer | D2C & B2B Operations | San Diego, CA

Creative and Digital Director | 2019 - 2025

- Led a 12-person multidisciplinary team with ownership of strategy and P&L, delivering omnichannel campaigns that exceeded engagement targets by 55% in 12 months.
- Spearheaded a Shopify replatform integrating D2C and B2B experiences with HubSpot, increasing annual sales by 46% while reducing operational costs by 38%.
- Reactivated and scaled a dormant Amazon Marketplace channel, driving 282% sales growth over 24 months through improved procurement and operational processes.
- Architected full-funnel paid, email, and social campaigns using segmented creative optimization, increasing impressions and engagement by 78% in 12 months.
- Drove performance marketing and customer journeys using GA4, GTM, and HubSpot, increasing CTR, keyword rankings, and site traffic by 50% over 18 months.
- Art directed seasonal campaigns and product launch photo and video shoots, scaling creative output by 30% while maintaining consistent brand execution across channels.
- Launched AI-powered creative workflows integrating ChatGPT and Midjourney, driving team adoption and improving production efficiency by 30%.
- Owned six-figure multi-channel marketing budgets, using performance insights to optimize spend and reduce cost-per-acquisition by 20% across paid channels.
- Built and mentored a high-performing creative, marketing, and eCommerce team, establishing career development paths and maintaining zero voluntary turnover.

Creative Director | 2012 - 2019

- Drove a digital-first brand strategy, lifting online visibility by 87% through SEO optimization and social content programs.
- Launched Trade Street Boot Company and Burleigh Sheepskin, leading identity, packaging, and go-to-market strategy that captured 25% share across lifestyle and workwear segments.
- Owned end-to-end HubSpot CRM migration and integration, optimizing segmentation and automation to deliver 36% sales growth and a 25% lift in lead conversions within 12 months.

- Cultivated brand partnerships with UGG, Timberland, and Dr. Martens, leading joint campaign strategies that drove 33% engagement growth over six months.
- Spearheaded the company-wide launch of a customer loyalty program, integrating personalized marketing that increased repeat purchases by 27%.

Graphic Designer/Senior Graphic Designer | 2004 - 2012

- Led company-wide creative asset production across digital and print, mentoring junior designers and increasing team output by 46% over 18 months.

Select Creative and Brand Consulting Engagements

H.G. Fenton Company | Real Estate Development | San Diego, CA | 2023 - 2024

- 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 | 2018

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

CORE COMPETENCIES

Creative Direction & Brand Strategy: Creative Direction • Brand Identity Development • Brand Positioning • Campaign Concept Development • Visual Storytelling • Content Strategy • Art Direction • Brand Guidelines and Governance

Performance Marketing & Growth: Omnichannel Campaigns • Performance Marketing • Paid Media Strategy • Conversion Rate Optimization (CRO) • Customer Journey Optimization • Lifecycle Marketing • Search Engine Optimization (SEO) • A/B Testing and Experimentation

eCommerce & Digital Platforms: eCommerce Strategy • Shopify Platform Management • Amazon Marketplace Strategy (FBA and FBM) • B2B eCommerce Systems • Personalization Strategy • HubSpot CRM Technical Administration

Leadership & Operations: Team Leadership and Mentoring • P&L Oversight • Vendor and Agency Management • Cross-Functional Leadership • AI-Assisted Creative Workflows

EDUCATION

Bachelor of Science in Marketing

Arizona State University | Expected 2027

Associate of Science in Arts & Media Management

Scottsdale Community College | Focus: Film Production