



NEW YORK • MIAMI • LOS ANGELES

# CV

## CREATIVE DIRECTOR

Proven leader with elegant design skills who applies sophisticated craftsmanship to strategic insight to bring ideas to life. Extensive experience creating refined, original concepts and approaches as well as overseeing project design all the way through execution. Avoids redundant or cliché solutions to create inspired work that is powerful yet elegant. Forward-thinking, pragmatic mentor to other creative minds who also work seamlessly across departments to deliver innovative results. Modern storyteller who works in a multidisciplinary environment to develop fresh ideas that delight customers and deliver results for clients through a unique combination of project management and creative services. Award winning conceptual thinker who presents innovative, creative, results-driven strategies and solutions.

- Business Development
- Creative Direction
- Brand Development
- Digital Marketing
- Project Leadership
- Marketing
- Campaign Management
- Visual Design
- Team Leadership
- Creative Services
- Art Direction
- Interactive Content
- Project Management
- Photography
- Advertising



NEW YORK • MIAMI • LOS ANGELES



## PROFESSIONAL EXPERIENCE

LIMITED BRANDS / ONEKREATE 2008 – Present  
Creative Services Director / Creative Director

- Develop creative strategy and global brand vision, for \$70 million/year global lifestyle, ready-to-wear apparel brand while creating, planning, executing, and translating brand vision through visual campaigns.
- Oversee the implementation of stylistic requirements including copy, layout, illustrations, and final art and photography for advertising and social media campaigns.
- Lead the planning, creation, and execution of digital, visual, and advertising campaigns in collaboration with internal creative staff of digital marketing, graphic arts, E-commerce, and visual merchandisers.
- Manage licensed brand collaborations.
- Oversee all aspects of brand creative by providing leadership and guidance to design team in support of brand positioning and standards, as well as providing direction and support to international offices.
- Responsible for the directing and overseeing of creative teams in the development of digital brand marketing and visual imagery for retail apparel lines across all media platforms.
- Coordinate and collaborate with the project management staff to schedule creative/production jobs as required.
- Spearheads executive management of department budgetary tracking, spending/travel, setting performance objectives, development plans, creative execution, modification process, and annual performance reviews.
- Manage outside resources including freelance artists, copywriters, photographers, digital and social media, production companies and printers to ensure that projects are delivered on time and within budget.
- Conceptualize and execute designs for catalogs, advertising, lifestyle and product shoots, video shoots, color schemes and graphics, apparel, accessories, website, digital, mobile, social media, sales and marketing collateral, retail and visual merchandising.
- Direct the implementation of brand imagery with key partners.



NEW YORK • MIAMI • LOS ANGELES



## PROFESSIONAL EXPERIENCE

ANTONIO MARTEZ PHOTOGRAPHY 2002 – Present  
Creative Director / Commercial Photographer

- Award winning conceptual thinker who presents innovative, creative, results-driven strategies and solutions.
- Responsible for maintaining the photo shoot budget and all relevant paperwork associated with budgeting including invoices, organizing receipts, and cash advance requests.
- Produces photo and video shoots for ready-to-wear and couture fashion clients for all website and strategic marketing use. Includes bookings, castings, fittings, location scouting, weather analysis, travel, prop, catering, custom paperwork, and more.
- Art direction, design, and logistics of advertising, branding, websites, logo design, corporate identification and collateral, art directing photo shoots, fashion look books, brochures, poster design, invitations, package design, as well as high-end photo retouching.
- Help develop style guides & best practices for all copy and creative for photography, styling, hair and makeup, video, email marketing, website assets, ensuring a standard voice, tone, and cadence as well as much, lighting, casting, colors, fonts, and art elements.
- Lead both art and creative service teams.
- Generate new business, created business proposals, and initiated projects.
- Oversee plans, financing, and estimates for the production, design, and art direction cost.
- Manage the photography production process for all seasonal assets for catalogs, stores and websites.
- Coordinate and execute all photo shoot logistics from creative conception to close of project, including project management, advertising, editorial, casting, scouting, regulatory compliance, and budgeting.
- Incorporated into a Full Time Business in 2010.



NEW YORK • MIAMI • LOS ANGELES

# CV

## PROFESSIONAL EXPERIENCE

LOCKHEED MARTIN CORPORATION 1999 – 2008

Senior Division Controller, 2005 – 2008

Director of Project Management Office, 2003-2005

Project Manager Supervisor - 2000-2003

- Oversaw a budget of more than \$100M, at least 10 program schedules, and reported metrics to upper management for a staff of over 125 employees.
- Saved over \$500,000 in production costs by promoting a team mentality and streamlining project requirements and deliverables.
- Achieved more than a 97% service level success rate on break/fix rate issues.
- Completed 100% of assigned deployment projects on time and within budget.
- Reduced average deployment times for fully configured workstations, from five days to two days, resulting in decreased production impacts and increase employee morale.
- Coordinated the preparation of proposals, business plans, proposal work statements and specifications, operating budgets, and financial terms/conditions of contracts.
- Created and implemented best practices training guide for employees.
- Created and implemented design and production procedures that increased efficiency accelerated deliverable deadlines and slashed error rates.



NEW YORK • MIAMI • LOS ANGELES

# CV

## EDUCATION & CREDENTIALS

Master of Arts in Photography, The Art Institute of California – Los Angeles  
Master of Science in Management Information Systems, North Carolina A&T State University  
Bachelor of Science in Marketing & Management, North Carolina A&T State University

Project Management Professional (PMP), Villanova University  
Six Sigma Lean, Villanova University

---



NEW YORK • MIAMI • LOS ANGELES

## TECHNICAL SKILLS

Canon • Nikon • CaptureOne Pro • Lightroom • Adobe Creative Suite • Photoshop • EnDesign • Illustrator  
Microsoft Office Suite • Mac & PCI Lighting (Profoto / BronColor) • Retouching & Color Toning



# SUMMER STYLE GUIDE

FRESH LOOKS FOR AN ACTION-PACKED SEASON.

Photographer: Lacy Johnson  
Creative Director: Antonio Martez  
Art Director: Rebecca Waldorff  
HAIR: Jessica Sotelo  
MUA: Nikki Oxley  
MUA 1st Asst: David Johanson  
Wardrobe Styling: Whitney Wynn  
Wardrobe 1st Asst: Lauren Davis  
Digi Tech: Raymond Avarez



**BOLD** BLOCKING





» **PATTERN** PLAY



**PURPLE** REIGN «

**BLACK ON BLACK**





» NEON LIGHTS



GRAPHIC IMPACT «



» BRIGHT MOVES



SHORT HAUL «





BREATHE SUMMER  
*into your wardrobe*

Pieces inspired by exotic places  
add a hint of adventure to every day.

SHOP SUMMER MUST-HAVES

Photographer: Lacy Johnson  
Creative Director: Antonio Martez  
Art Director: Rebecca Waldorff  
HAIR: Jessica Sotelo  
MUA: Nikki Oxley  
MUA 1st Asst: David Johanson  
Wardrobe Styling: Whitney Wynn  
Wardrobe 1st Asst: Lauren Davis  
Digi Tech: Raymond Avarez



















