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Summary

As a highly experienced Project Brand Manager, Marketing Director and Business Affairs Manager, I have a proven track record of success in developing and executing effective marketing and branding strategies for a variety of businesses and organizations.

With over 10 years of experience in the industry, I have honed my skills in project management, brand development, marketing, and business affairs. I specialize in the Latin market within the US and have extensive experience in event production and concert management.

In my previous roles, I have successfully managed all aspects of project and brand management, from conception to completion. This includes custom marketing programs, logistics and production planning, and execution. I am adept at analyzing the competitive landscape, conducting research, and developing strategic workflows and business processes to drive profitability.

One of my key strengths is my ability to analyze issues, identify opportunities for process improvement, and incorporate business process initiatives to increase efficiency, streamline operations, and reduce costs. I am skilled at working with limited resources to achieve maximum results.

I have a deep understanding of the music industry, including the Latin music market, and have worked closely with artists, agents, and promoters to deliver successful events and concerts. My ability to manage relationships with diverse stakeholders and to collaborate with cross-functional teams has been instrumental in my success.

Overall, I am a detail-oriented and results-driven professional with a passion for developing and executing effective marketing and branding strategies. I am always seeking new challenges and opportunities to use my skills and experience to drive business success.

Experience



Founder

Uni Concepts

Mar 2022 - Present (1 year 1 month)

As a freelancer in event production for the Latin market in the US I work with event production companies and artists to plan and execute successful events including managing all aspects of event production, from conception to completion, including marketing, logistics, and production. Collaborate closely with clients to understand their needs and objectives and create custom marketing programs to ensure the event meets those requirements.

responsible for conducting research and analyzing the competitive landscape to help your clients attain continual profits through focused, strategic workflow, and business process analyses. Also work to ensure that each event is delivered to the required specification and budget restraints, utilizing your experience and expertise to make the most of limited resources.



Vice President

360 Worldwide Entertainment

Jan 2020 - Mar 2022 (2 years 3 months)



Director of Business Affairs and Administrative

Spanish Broadcasting System

May 2017 - Jan 2020 (2 years 9 months)

As a Director of Business Affairs and Administration my primary responsibility was to oversee the financial and administrative operations of the company. Work closely with the executive team to develop and implement strategic business plans to drive growth and profitability. Duties included managing budgets, negotiating contracts, and ensuring compliance with regulatory requirements. Also maintaining accurate financial records, preparing financial reports, and analyzing financial data to make informed business decisions.

In addition to financial management, I also oversee administrative functions such as HR, IT, and legal compliance. Developed and maintained effective policies and procedures to ensure the smooth and efficient operation of the company.



National Concert Director

Spanish Broadcasting System

2015 - May 2017 (2 years)

Planned and executed successful concerts across the country. Primary duty was to manage all aspects of the concert production process, from booking the venue and negotiating contracts to managing logistics and production. Collaborate closely with artists, agents, and promoters to ensure that the concerts meet their expectations and are delivered on time and within budget. Also work to promote the concerts and attract audiences through targeted marketing and promotional campaigns. My role will also involved managing relationships with venue owners, artists, suppliers, and vendors to ensure the smooth operation of the concerts. I also would be responsible for managing budgets, controlling costs, and generating revenue to ensure the financial success of each concert.



National Project Manager - SBS Entertainment

Spanish Broadcasting System

Jan 2011 - 2015 (4 years)

Established and trained a successful team of project managers nationally from the ground up. Strategically and innovatively growing the business and implementing new policies and programs to increase company profits.

Oversaw event operations performing duties including organizational leadership, budget preparation, on-site coordination, and cross-functional team supervision ensuring that plans were followed by regional project managers and production teams. Managed multiple projects simultaneously keeping on schedule and within budget.

- Analyzed business processes resulting in the development of new project management procedures and forms for event promotion, production, and logistics.

- Coordinated public outreach and managed the online and direct marketing communication programs including email campaigns, banners, advertising, content syndication, webinars and newsletter sponsorships.
- Recruited, hired and trained Regional Project Managers developing successful teams.
- Interacted with senior vice president and national live event director.



Regional Project Manager

Spanish Broadcasting System

2010 - 2011 (1 year)

As a Concert Regional Project Manager, my primary responsibilities will be was to manage all aspects of concert production within a specific region or territory. This included working with event promoters, venues, artists, and other stakeholders to ensure that concerts are delivered to the required specification and budget restraints.

Key responsibilities:

Planning and executing concerts, from planning and logistics to execution and follow-up. Working closely with event promoters, venues, artists, and others.

Budgeting and financial management, by creating and managing budgets for each concert, including forecasting and tracking expenses, negotiating with vendors and suppliers, and ensuring that each concert is delivered within budget.

Relationship management, building and maintaining strong relationships with event promoters, venues, artists, and other stakeholders within the region. Communicating regularly with these stakeholders, negotiating contracts, and ensuring that all parties are satisfied with the outcome of each concert.

Logistics and production planning; coordinating all logistical aspects of each concert, including transportation, equipment rentals, and production planning. This required excellent attention to detail and the ability to manage multiple tasks and deadlines simultaneously.

Proven track record of managing complex projects, excellent communication and negotiation skills, and a deep understanding of the music industry and concert production. Highly organized, detail-oriented, and able to manage multiple projects simultaneously.



Project Coordinator – Production and Logistics

Spanish Broadcasting System

Oct 2009 - 2010 (1 year)

Managed the day to day operations filling many roles to support growth and add to the bottom line. Developed and implemented comprehensive sales and marketing strategists while providing new product administrative management involving policies and protocols for various aspects of the company.

- Collaborated with artist management, production manager, marketing manager, venues, and regional project manager in the production of events and shows.
- Coordinated production setup defining and solving all potential problems ensuring smooth events.

Organized rundown shows ensuring conformity to corporate standards.

- Developed, implemented and supervised cohesive project timelines and plans coordinating pre-event logistics, security, services and post-event follow up.

- Managed all arrangements for artists including accommodation, travel, backstage requirements and VIP lists.



Project Coordinator

Juventud Latina Productions

2002 - 2009 (7 years)

- Generated and executed project marketing strategies for top Latino live concerts attracting A-list artists.

- Coordinated events on a time and within production and promotion budgets.

- Managed all travel arrangements for artists, such as lodging, airfare, and ground transportation.

Education



Bergen Community College, Paramus NJ

Marketing, Marketing

2002 - 2004



Online Training

Advanced Excel Training

2005 - 2005

Skills

Strategic Planning • Communication • Marketing Strategy • Brand Development • Management • Organization • Goal Oriented • Multi Tasking • project management applications • Production Planning