Joe Martinez

Art Direction & Creative Production

Chicago, IL hello@joemartinezcreative.com
joemartinezcreative.com linkedin.com/in/joemartinezcreative

Art director and creative manager with 15+ years of experience across nonprofit marketing, real estate, and performance apparel. Lead in-house teams and stay involved in design and production. Translate complex information into clear visual communications, guide teams through creative decisions, and manage the details that protect quality, budgets, and deadlines.

PROFESSIONAL EXPERIENCE

Goodwill Legacy Group

Creative Manager 2024-Present

Formerly Goodwill of Central & Southern Indiana

- Lead creative work across print, digital, social, and video for a nonprofit network serving more than 6,000 employees across Indiana, Illinois, and Puerto Rico.
- Shape video narratives and creative direction for brand communications and student stories, working with project teams from the brief through production.
- Took over a stalled employee communications initiative, evaluated platforms, recommended Blink, and coordinated its launch with marketing, HR, IT, and the vendor.
- Lead Wrike implementation and team training; recommended MediaValet and partnered with creatives to develop an asset-management system that can scale with the organization.
- Develop social media guidance and governance for regional teams; manage a designer and coordinate agencies, vendors, and other creative partners.

Thompson Thrift Development

Art Director 2022-2024

- Directed branding and marketing materials for multifamily, commercial, and mixed-use developments across U.S. markets.
- Managed a team of three creatives and partnered with executives, architects, developers, and production vendors.
- Developed property identities, environmental graphics, signage systems, investor communications, and campaign materials; oversaw project planning and production.

PROFESSIONAL EXPERIENCE / CONTINUED

Dance Sophisticates

Marketing Director 2016-2022

- Led marketing and creative production for a performance apparel manufacturer, managing a creative team and collaborating with designers, patternmakers, sales, and production.
- Directed national catalogs and large-scale photo shoots; managed print vendors, mailing lists, distribution, and production budgets.
- Built and managed dye-sublimation workflows, from custom garment graphics and technical artwork to cut-and-sew and roll-to-roll production.
- Coordinated product launches, trade shows, digital campaigns, and industry partnerships to support sales and customer relationships.

Band Shoppe | Superior Cheer | Pearison, Inc.

Creative Director 2011-2015

- Led a team of three to four creatives developing catalogs, photography, product marketing, and brand communications for performance apparel and marching arts brands.
- Designed custom costumes, apparel graphics, flags, and visual concepts for national catalogs and customer programs.
- Managed photographers, stylists, print and dye-sublimation vendors, and sponsorship partners to bring work from concept through delivery.

EDUCATION

Indiana University Bloomington | B.A., Telecommunications

Production Design

Butler University | Graduate coursework in Strategic Communication

CAPABILITIES & TOOLS

Art direction; typography and layout; publication and environmental design; photography and video; print and apparel production; team leadership and mentoring; briefs, workflows, and vendor management.

Adobe Creative Cloud, Wrike, MediaValet, HubSpot, and Vyond.

AI-assisted research, concept development, drafting, and production support using ChatGPT, with creative and editorial review of final content.