



INFO

in [linkedin.com/in/martinhain](https://www.linkedin.com/in/martinhain)

www martinhain.com

✉ hirehain@martinhain.com

☎ 415.225.8767

📍 Mamaroneck, NY

20-plus years' experience as a creative catalyst producing extraordinary results that exceed expectations.

Enthusiastic contributor who can both lead and follow, always bringing out the best in everyone.

Experienced manager of teams and departments, both large and small, delivering results on deadline and within budget.

Strong marketing and strategy skills capable of grasping the big picture and small details simultaneously.

Thorough knowledge of the full Adobe and Office Suites, along with the Project Management skills necessary to faithfully usher any idea from conception to delivery.

Adept problem solver that thrives in any environment.

INDUSTRIES

Pharma, Financial, Environment, Sports, Music, Entertainment, Health, Spa, Leisure, Lifestyle, Youth Culture, Toys & Games, Food, Alcohol, Cannabis

B2B and B2C

References upon request.

MARTIN HAIN

** formerly Martin Peterson*

CREATIVE MARKETING DIRECTOR
BRANDING & STRATEGY SPECIALIST
GRAPHIC/PRINT/WEB/UI/UX DESIGNER



WORK EXPERIENCE

- 2007-present **ROT8TOR Creative Services • Mamaroneck, NY**
Creative Marketing Director

Work directly with clients to research and assess markets while developing strategies that leverage budget and delivery mediums. Manage creative and marketing teams to produce plans, logos, taglines, trademarks, advertisements, brochures, publications, posters, presentations, web and video. Manage vendors, clients and deliverables on multiple ongoing projects simultaneously.

CLIENTS: Penguin Random House, Digitas/Publicis, CementBloc, Rain Partners, Teva, XpresSpa, Avanta, Black Jax Sports and more.
- 2004-2006 **Academy of Art University • San Francisco, CA**
Web Department Director/Project Manager/Instructional Designer

Worked directly with the president/owner of the University to translate business goals into the profitable execution of the world's first immersive on-line art instruction courses for various creative disciplines. Managed and trained cross-functional team of 8 people.
- 2001-2003 **Caregiver • Kutztown, PA**

Lapse in employment due to family emergency, will gladly provide details upon request.
- 1999- 2001 **HoopsTV.com • Philadelphia, PA**
Creative Marketing Director/Executive Producer (Interactive)

Co-founded and developed the world's first on-line sports entertainment destination specializing in the delivery of original streaming content to a targeted, youth culture community. Directed creative team to develop content and branding while concurrently fostering relationships with technology vendors. Monetized financial goals into revenue generating site functionality. Integral in raising over \$20M in early stage venture capital.
- 1996- 1999 **Monsoon Microstudios • Philadelphia, PA**
Vice President/Creative Director

Increased revenue within traditional advertising agency by 400% by establishing a robust digital services division that drove growth throughout tenure. Developed creative and directed production of TV, Print, Web and Radio advertising for wide range of industries. Managed cross-functional staff of 25+ employees.

CLIENTS: Nantucket Nectars, WuTang Clan, AND1, FOX Sports, Nutrisystem, Greenhouse Spa, CDNow, Rossignol, PNC Bank, United Way, City of Philadelphia, University of Penn. and more.



AWARDS

- Two Philadelphia ADDYs - Interactive Web & National TV Spot
- Eight Philadelphia GOLDs - Consumer Print Campaigns & Promo Kits
- Four Philadelphia MERITs - Consumer TV, Web & Print Campaigns



EDUCATION

- 1983-1986 **Reading Senior High School - Reading, PA**