

Drew Martinez

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Portfolio & Case Studies: drewmartinez.io

PROFESSIONAL SUMMARY

Digital marketing strategist with 16 years of experience building marketing infrastructure, leading cross-functional teams, and driving measurable business outcomes. Proven track record architecting marketing automation systems, managing \$140K+ annual budgets, and establishing data-driven optimization frameworks across HubSpot, Salesforce, and 6sense ecosystems. Strategic leader skilled at translating market insights into scalable processes while managing seven-person teams and external vendor partnerships.

CORE COMPETENCIES

Strategic Marketing & Campaign Development: Full-funnel strategy development, integrated multichannel campaigns (digital, print, OOH, experiential), budget allocation and forecasting, channel mix optimization, market segmentation

Creative Direction & Brand Systems: Brand systems development, video production and editing, motion graphics and animation, photography, Adobe Creative Suite (Photoshop, Illustrator, After Effects), presentation design

Digital Marketing & Analytics: Google Analytics 4, Google Data Studio dashboards, paid media optimization (Google Ads, LinkedIn Ads), SEO strategy and keyword optimization, content marketing, social media strategy, CMS management (WordPress, HubSpot CMS)

Marketing Operations & Technology: HubSpot (Marketing Hub, Sales Hub, CMS), Salesforce, 6sense, marketing automation architecture, CRM/MAP integration, attribution modeling, lifecycle management

Team Leadership & Collaboration: Creative team leadership, vendor and partner management, cross-functional stakeholder alignment, project management, workflow optimization

PROFESSIONAL EXPERIENCE

Senior Marketing Manager

Carenet Health | San Antonio, TX | May 2022 – Present

Lead digital marketing strategy and operations for B2B healthcare services company, managing \$140K annual paid media budget and seven-person marketing team. Oversee web strategy, paid media, SEO/SEM, email marketing, marketing automation, analytics, and creative direction.

- Redesigned channel mix strategy using 6sense intent data and CPC efficiency analysis, identifying 3x cost differential between LinkedIn (\$18-22 CPC) and Google Search (\$6-8 CPC), enabling data-driven budget reallocation that drove 15% increase in campaign engagement while reducing customer acquisition costs.
- Lead creative direction across integrated campaigns spanning digital, social, print, and email channels, establishing brand consistency and visual systems that support B2B healthcare positioning while maintaining compliance with industry regulations and accessibility standards.
- Architected marketing automation infrastructure in HubSpot, establishing company's first systematic lead qualification process across TOFU, MOFU, and BOFU stages with dual-threshold progression, improving lead qualification consistency by 15% and increasing lead-to-sale conversion rates by 10%.
- Developed comprehensive content strategy and creative frameworks across owned channels (blog, white papers, case studies, social) and paid media, translating complex healthcare service offerings into clear value propositions that drive engagement and support product launches in Medicare Advantage and Medicaid markets.
- Built unified reporting and attribution framework connecting HubSpot and Salesforce, eliminating manual data reconciliation and improving B2B reporting accuracy by 25%, enabling executive-level visibility into marketing ROI and pipeline contribution.

- Established cross-functional operating model connecting Marketing, Sales Operations, and external creative partners, increasing campaign execution speed by 30% while maintaining brand consistency and strategic alignment across go-to-market initiatives.

Senior Art Director

Carenet Health | San Antonio, TX | September 2019 – May 2022

- Directed creative strategy and brand systems across integrated campaigns spanning digital, print, social, and out-of-home channels, increasing brand engagement by 25% and contributing to 75% increase in brand recognition through consistent visual identity.
- Built performance-informed creative frameworks by integrating HubSpot and Google Data Studio insights into design decision-making, improving funnel efficiency by 15% through data-driven asset optimization and A/B testing protocols.
- Implemented campaign tracking and reporting infrastructure that reduced reporting overhead by 60% and shortened lead-to-sale cycles by 15%, establishing foundation for current marketing analytics capabilities.

Brand Marketing Coordinator

Gonzaba Medical Group | San Antonio, TX | October 2018 – September 2019

- Led multidisciplinary teams to deliver integrated marketing campaigns across digital, print, animation, and out-of-home channels, managing briefing, review, and approval workflows to ensure on-time, on-brand execution.
- Developed SEO-focused content strategies and digital distribution frameworks to drive targeted audience engagement across healthcare service lines.

Art Director

GDC Marketing & Ideation | San Antonio, TX | April 2016 – September 2018

- Directed full lifecycle of integrated marketing campaigns across digital, print, experiential, and OOH channels, translating stakeholder requirements into cohesive creative systems supported by performance data.
- Blended creative storytelling with data-driven optimization to improve ROAS and audience engagement, establishing early foundation for performance marketing expertise.

EDUCATION

Bachelor of Fine Arts

University of the Incarnate Word | San Antonio, TX | Graduated May 2011

PROFESSIONAL DEVELOPMENT

HubSpot Inbound Marketing Certification | Active contributor to digital strategy discourse through reWired newsletter