

Ivan A Martinez B
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Summary

Bilingual entrepreneur, photographer, educator, sales and management professional with extensive experience and successful track record on photography, digital and print media market development, new product planning, customer relations, coaching, management, advertising design, online ad management, web development and internet marketing.

Professional History

Ivan Martinez Photography

Owner

2008-Present

Manages and runs own business which provides commercial, portrait and event photography services to local and national organization. Business clients include Craftco, CAE Aviation, Mesa Chamber of Commerce, City of Mesa, Town of Queen Creek, Apache Gold Resort and Casino, Suntec Concrete, Nationwide Insurance, Crescent Crown Distributing, Irritrol, DCS contracting, Visit Mesa, University of Arizona, Benedictine University and The Nature Conservancy.

Grand Canyon University

Adjunct Professor Digital Photography

2012-2019

- Plans and delivers digital photography classes which are part of the Digital Design and Digital animation program.
- Contracted as Subject Matter Expert to developed curriculum currently used at school for Digital Photography I

MODAVOX, Inc.

Director Interactive Sales

2007-2007

- Developed and implemented sales strategies for Modavox, Inc. interactive division that resulted in over \$30,000 of new development contracts with several Voice America clients and online video ad agreement with Fisher Communications, a major TV and radio network on the Pacific Northwest

Gannett Co., Inc.

Operations Sales Manager azcentral.com, the Arizona Republic

2003-2007

- In conjunction with azcentral.com sales and management staff developed and implemented online advertising programs to meet and exceed multimillion sales budgets
- Led team responsible for design, development and hosting of over 50 different web sites for clients such as: Arizona Cardinals, Arizona Regional MLS, Dillard's, Macy's, Tostitos Fiesta Bowl, Insight Bowl and Fort McDowell Casino

The Seattle Times Company

Sales Manager, New Media

2000-2003

- Coordinated development and implementation of online advertising programs designed to meet the needs of businesses in key categories such as: Auto, Real Estate and Travel.
- Hired, coached, and developed successful online advertising sales staff

**The Seattle Times Company
Consultant, Yakima Herald-Republic**

2002-2003

- Conducted market analysis and wrote business plan which resulted in the development and launch of El Sol de Yakima, a weekly newspaper designed to reach the Spanish speaking population in the Yakima Valley

Product/Sales Development Manager, the Yakima Herald-Republic

1997-2000

- Developed business plan and coordinated, implementation, promotion, distribution and sales of 5 niche products that represented over \$500,000 in new annual revenues
- Improved sales staff knowledge of alternative advertising products through training on areas of consultative sales, electronic media and e-commerce
- Led automotive sales team on the negotiation, development and implementation of several annual advertising programs that represented close to a million dollars in advertising revenues

Gannett Co., Inc.

Sales Supervisor/Major Accounts/Account Manager, the Des Moines Register 1989-1997

- Led sales team to successfully grow territory by over 10% for two consecutive years
- Applied consultative sales, market analysis and effective negotiation to grow market share and help area business effectively use our advertising products and services
- Selected to participate in strategic pricing and product development workshop that was eventually implemented across all Gannett properties

Education

- MBA, marketing management, University of Northern Iowa, Cedar Falls, Iowa
- BA, marketing and advertising, University of Northern Iowa, Cedar Falls, Iowa

Career related training and certifications

- Have participated in over 25 photographic workshops since 2008 as trip leader for Arizona Highways PhotoScapes
- Completed creative photographer classes at Santa Fe Photo Workshops
- Successfully completed Portrait, Fashion and Commercial photography classes at Scottsdale Community College

Awards and recognition

- Board member Arizona Highways PhotoScapes 2011-Present
- Appointed to the City of Mesa Museum and Cultural Advisory Board 2017
- Board member Downtown Mesa Association 2012-Present
- Board member i.d.e.a Museum in Mesa, AZ 2010-2013
- Ivan Martinez Photography was nominated as Mesa Chamber 2014 Small Business of The Year
- Mesa Volunteer of the Year, Mesa Chamber of Commerce 2011
- Past President Arizona Professional Photographers Association 2012-2013
- Member Mesa Leadership and Development 2012 Class
- Certified Professional Photographer by Professional Photographers of America
- Newspaper Association of America New Media Minority Fellowship