

- Desi...
- Elem...
- Text
- Brand
- Uplo...
- Draw
- Proj...
- Apps
- Uniq...
- Moc...
- Shap...

MICHAEL DIMARTINO

✉ michaelsdimartino@gmail.com ☎ 917-533-9273

PROFILE

A dynamic and visionary leader with a strong entrepreneurial mindset, specializing in transforming innovative concepts into impactful creative executions. Possesses extensive expertise in content development, marketing strategy, video production, and brand building. Adept at crafting compelling narratives, designing high-performing social media content, and developing audience-centric products.

EXPERIENCE

BEDHEADS - CREATIVE DIRECTOR 2021- Current

- Directed cross-platform creative strategy for digital, print, and product design, ensuring brand cohesion across marketing, publishing, apparel, and merchandise verticals.
- Led end-to-end content development for an animated series, overseeing character design, voice direction, and narrative development to enhance audience engagement and emotional resonance.
- Designed and executed a high-impact lookbook, integrating visual storytelling with brand identity to drive consumer connection and market positioning.
- Partnered with industry leaders in fashion and lifestyle, leveraging market insights and trend forecasting to create compelling, on-brand content that enhances audience engagement and product visibility.

NETFLIX - CREATIVE DIRECTOR - CONTRACT 2021-2022

- Directed the conceptualization and execution of set dressing for a high-profile television series, aligning production design with the show's aesthetic, narrative tone, and visual storytelling goals.
- Led a multidisciplinary team of artists, fabricators, and set decorators, overseeing the design, production, and on-site installation of set elements to ensure precision, consistency, and cinematic quality.
- Optimized production workflows through strategic project management, proactively mitigating delays, coordinating cross-functional teams, and ensuring seamless execution under tight production schedules.

PILLOW TOP - CONTENT PRODUCER 2009-2021

- Developed, filmed, and edited high-impact video and graphic content optimized for platform-specific engagement on Instagram and TikTok, leveraging algorithmic insights and trend analysis to maximize reach.
- Engineered and executed data-driven creative strategies for social media campaigns, integrating motion graphics, immersive storytelling, and audience-centric content to enhance brand visibility and interaction.
- Directed and produced viral music video content, achieving three million views through innovative visual storytelling, strategic audience targeting, and high-production-value execution.

SKILLS		EDUCATION	
Creative Development	Copywriting	Digital Marketing	Video Production
Social Media Content	Illustration	Google	NYFA
Storyboarding	Adobe Creative Suite	2024	2013
Creative Ideation	Microsoft Suite	BA Fine Arts	
		Cl University	
		2004-2008	

+ Add page