

# EVA MARTINEZ-BOND | Marketing Specialist

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## EXPERIENCE

**Sublime Media | Marketing Specialist - Seattle, WA | April 2022 — March 2024**

***Spearheaded development of marketing operations and brand development.***

- **Reinvented Sublime Media's brand and website.**
  - After over 20 years of using the same logo, Sublime Media trusted me to launch a new logo and brand mark.
  - Co-created the website, acting as lead web architect and SEO specialist.
  - Increased new user growth by 15% in under a year.
  - Ensured the website stayed within data governance standards.
- **Designed and launched content development systems for all marketing streams.**
  - Launched Sublime Media's YouTube channel and revamped its LinkedIn page.
  - Crafted and launched Google ads that drove website traffic and leads.
  - Introduced, crafted, and launched Sublime Media's newsletter strategy, growing their contacts and managing their audience.
  - Strategized and co-created case studies, articles, award submissions, and press releases.
- **Strategized and managed Sublime Media's presence at conferences and live events**
  - Co-created a 60-minute presentation with clients at Microsoft.
  - Produced a 60-second commercial.
  - Co-designed and produced the booth and conference materials.
  - Organized and co-created all the content associated with the events, including bios, newsletters, social media posts, and award submissions.

**Purple Star Inc. | Communications Manager - Seattle, WA | April 2019 — November 2021**

***Led brand development and communications strategy for the entire brand portfolio.***

- **Overhauled flagship brand identity that delivered increased engagement and expanded consumer base.**
  - Increased return customer rate by 86% and increased social conversions by 31%.
  - Copywrote and edited >60% of EPF's American product catalog.
- **Launched two pilot brands in two years.**
  - Email and social campaigns referred > 50% of organic sessions, and marketing strategies drove > 55% of sales.
  - Incorporated automation into our communication strategy, driving >25% of sales in the first six months.
- **Launched and managed the media development team.**
  - Promoted to a lead role in seven months and to a management role in less than two years.
  - Grew the media development department from a two-person project into a global eight-person team.
  - Established a productive remote team culture through cross-functional collaboration and efficient internal communication procedures.
  - Initiated and established executive support for new marketing strategies and team development.

**The Art Dept Collective | Collective Member - Philadelphia, PA | November 2018 — May 2019**

***Led internal organization and community building strategies.***

- Redesigned the collective's internal communications and operations.
- Produced and co-created the collective's first awareness campaign.
- Guided the creation of the collective's operations handbook.

## EDUCATION

**Bennington College, VT** — Bachelor of Liberal Arts | August 2010 — June 2014

Graduated with Honors

Brockway Presidential Scholarship

## AWARDS + FEATURES + ASSOCIATIONS

Creative & Innovative Award, Purple Star Inc, 2019

Featured in Solo Fest, 2017

Featured in the Afrofuturist Studies @ Witching Hour Festival, 2015

Produced and Directed Otherness, a black and brown performance series, 2013

## SKILLS

Events Management, Brand development, Brand management, Content Strategy, Content Management, Google Analytics, Facebook Marketing, Influencer Marketing, SEO, SEM, Adobe PS/AI/ID/PR