

Max Martinez

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San Jose, CA

Experience

Marketing Operations Manager, Meta, Menlo Park, CA (May 2022 - Present)

- Manage the ops team for the demand generation program supporting Meta Business Group
- Drive over \$1 billion in yearly revenue and 80k+ leads via in-product and email marketing channels, while adhering to rigid quality standards with 4% or less error rate
- Maintain a 96% on-time project delivery rate (80% improvement over previous oversight)
- Achieve a 22% faster turnaround time with the execution team I trained over the previous team
- Built demand generation support team from the ground up and created a handbook on operations process, standardized handoffs between marketing ops, business marketing, web dev, and analytics teams
- Subject matter expert on Meta-owned marketing tooling, worked with engineering partners on new automation tool features and features to speed campaign development efficiency by up to 2 weeks

CRM Marketing Campaign Manager, Google, Mountain View, CA (Nov. 2021 - May 2022)

- Lead CRM marketing campaign strategy and execution on Nest devices for early life customer segment
- Lead email strategy on 2 new product launches for GStore (Pixelbuds Pro and Chromecast HD)
- Manage campaign creative feedback and development across Google's agency partners
- Ideate and implement A/B testing strategy for early life and new product launch campaigns
- Collaborate across international PMM teams on creative and strategy planning for device CRM
- Lead creative feedback and strategy sessions with Google and Agency partners on CRM initiatives
- Ensure CRM communications are accurately executed and abide by legal guidelines

Channel Marketing Coordinator, Meta, Menlo Park, CA (Jan. 2020 - Nov. 2021)

- Responsible for build, QA, and launch of in-product, email, Facebook Ads, and various landing page-based marketing automation initiatives to drive small business lead revenue
- Executed global marketing campaigns responsible for over \$500 million in revenue
- Create guidelines and documentation to standardize the marketing operations process and streamline QA of assets for digital marketing communications
- Set up and launch ad sets and campaigns via Facebook Ads Manager
- Utilize SQL, Claravine, and Tableau to report on campaign results for leadership
- Coordinate with cross-functional teams, including global business marketing, web development, channel marketers, translators, and leadership team to assemble digital marketing assets

Marketing Automation Coordinator, Tesla, Fremont, CA (Oct. 2017 - Dec. 2018)

- Utilize Marketo and Salesforce Marketing Cloud to manage deployment of global email campaigns to audiences of over 6 Million Tesla owners and leads
- Manage global incoming email content build and deployment requests to the Tesla Digital Marketing Team from various stakeholders and project managers
- Build out of automation and ad-hoc campaigns to support sales initiatives
- Conduct email, SQL, and program QA to ensure email communications are correct and follow brand guidelines while having proper HTML, SFDC campaign segmentation, and UTM codes for GA tracking

Freelance Content Marketer & Photographer, San Jose, CA (2017 - Present)

Offer content marketing services for marketing agencies and local small businesses. Handled projects such as capturing photography and videography, case study layouts, social media ads, blog posts, and web development with CMS platforms such as Squarespace. Utilized knowledge of Adobe Creative Suite for all creative work. Conducted creative direction and all camera and post-production work for various photo and video engagements.

Video Content Marketing, Tesla, Fremont, CA (Oct. 2016 - Feb. 2017)

- Marketing mentorship program at Tesla, 1 of 4 student employees selected based on work performance in their retail branch working in customer delivery (2014 -2017)
- Conceptualized and created mind map and mockup renders of proposed in-vehicle introduction tutorial for Tesla delivery process automation using Adobe design tools.
- Presented project to managers and Tesla Sales/Service VP, project is being pursued by the company

Education

Santa Clara University Leavey School of Business

BS Marketing

Entrepreneurship Minor

2017