

"Martha Marina,

I consider myself lucky to have found you to help me out with this project. It was the first time I was responsible for a project of this scope and had no idea where to begin. Once I briefed you, you told me that I could forget about everything. I literally did! You not only worked on the design work, but also managed the printing, installation and all the vendors involved.

It is not only for your professionalism, and your attitude towards your work, for which I am grateful, but also your timing.

I had an impossible deadline to meet and if I hadn't been working with you I know I could not have reached. Thank you!

Thank you very much for your dedication on this project. I also wanted to take advantage of the opportunity to pass along all the positive feedback I received from your work. Not only did all the team members congratulate me on the great job portraying our brand, but the president for the Business Travel Division for American Express, personally came to tell us that it was a job well done!

Again, thank you very much for surpassing everybody's expectations."

— *Carola Fandiño*  
American Express  
Business Travel

...Martha has done creative development and graphic design for advertising and communication materials for Diageo for the last 14 months. Martha is highly creative and very expressive visually - we gave her a brief to bring Venezuela to life in a couple different ways for Pampero, a rum new to the US and her work is now being used in both of our test markets, being seen by over 100,000 people.

In addition to being a great designer, Martha is great to work with, very thorough, and delivers projects on time and to budget...

— *Joe Cannavo*  
Senior Innovation Manager  
DIAGEO Plc

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGN MMD

NEW YORK, NY

#### SELF-EMPLOYED GRAPHIC + WEB DESIGNER *December 2005 to date*

Work with both national and international clients.

Clients included: American Express, DIAGEO, Douglas Elliman, DreamYard Project.

- Develop concept, design and production of customized print including marketing campaigns, logos, newsletters, brochures, binders, posters, etc., and design, build and upload matching websites.
- Manage projects for multiple clients at the same time, within set time limits and on budget.
- Interface with vendors for pricing and production methods, and approve "on-press" printing.

### FREELANCE

NEW YORK, NY

#### GRAPHIC DESIGNER *August 2003 to November 2005*

Clients included: MobilSphere, DreamYard ACTION Project, The Public Good, Para Ti Mamá.

- Develop concept, design and production of customized print.

### MERRILL LYNCH & CO., INC. HEADQUARTERS

NEW YORK, NY

#### SENIOR GRAPHIC DESIGNER *February 1998 to July 2003*

Corporate Services, Print Graphics Department.

Work with both internal and external clients.

- Expanded concepts, production/design, layout and production of worldwide customized print and internal communication materials including marketing campaigns, specialty items, newsletters, brochures, logos, binders & posters.
- Conducted projects for multiple clients at the same time, within set time limits and on budget.
- Skills in photo retouching and color management; participated in print layout and technical expertise to prepare files for use on the Website and other electronic medium.
- Interacted with vendors for pricing and production methods, and approved "on-press" printing.
- Supervised Graphic Designers, providing art direction and managing project workflow as needed; in charge of the Print Graphics Department in manager's absence.
- Exclusive designer for the Merrill Lynch Diversity Networks: Hispanic, Women, Asian-Pacific, Black, Parents, Disabilities and Rainbow Employee Networks.

### VAPRO: BOZELL WORLDWIDE ADVERTISING FIRM

CARACAS, VENEZUELA

#### SENIOR ART DIRECTOR *March to December 1995*

One of the largest design and advertising firms in Venezuela.

Clients included: Seagram, Banco Provincial, Fiat Cars, Polar Beer.

- Responsible for developing concepts and ensuring follow-through for extensive print advertising campaigns for multiple clients.
- Managed a team of five Graphic Designers and two Pre-press Assistants and dealt directly with the CEO and Vicepresident involving production, copywriting and coordination departments.
- Developed advertising campaigns, published in newspapers, magazines, billboards and pop merchandise.
- Supervised and approved mechanicals, color separations, linotronics, color proofs, etc.

### McCANN-ERICKSON ADVERTISING FIRM

CARACAS, VENEZUELA

#### ART DIRECTOR *May 1992 to June 1994*

The second largest advertising firm in Venezuela.

Clients included: General Motors, IBM, L'Oreal, Johnson & Johnson, Nestlé, Yoplait.

- Developed concepts for advertising campaigns in conjunction with a copywriter for various products, including: cars, computers, hair products, dairy products, food and banks.
- Introduced the computer as a tool for titles and text.

"I could not have accomplished that night if it was not for you. Your work was INCREDIBLE!!!!!! I am FOREVER in your debt and will ALWAYS be singing your praises!!! The flowers were the LEAST I could have done. I should buy you an entire GARDEN!!!!!! We will DEFINITELY stay in touch! Honestly Martha, I hope you take GREAT pride in this evening because it could NOT have happened without you. Thanks from the bottom of my heart."

– *Maryann O'Connor*  
Global Markets & Investments  
Merrill Lynch

I have worked closely with Martha since 1999 and can't imagine working with anyone else. Our relationship started when we were both at Merrill Lynch and Martha designed the covers for research reports that I wrote... From handling all the graphics (invitations, posters, logo and newsletters) for a non-profit organization we are both involved in to most recently building and designing my company's logo, printed materials and website, I can always count on Martha to be efficient, creative, responsive and a pleasure to work with. She takes the time to understand the strategy and objectives of an organization and applies her phenomenal creative energy and talent. I have recommended her to numerous people over the years, and have only received the most positive feedback. Go get 'em, Martha!

– *Erica Wax*  
Rising Tide International, LLC

One of the biggest challenges of my career has been to create and coordinate an event for the American Express Foundation at the Guggenheim Museum in New York City. Martha not only helped coordinate a flawless presentation but provided us with material that surpassed the sponsor's expectations for an event at this world known art venue.

Thank you Martha!  
– *Sandra O'Neill*  
Bridge Marketing

## EDUCATION

### NOBLE DESKTOP

November 2005

Certificate of Computer Graphics. Macromedia Flash Intensive Program.

NEW YORK, NY

### MILTON GLASER GRAPHIC DESIGN SUMMER

August 2003

An intensive, personal graphic design workshop for professionals in applied arts with Milton Glaser, the foremost artist and designer in his field.

NEW YORK, NY

### PRATT SCHOOL OF PROFESSIONAL STUDIES

September 1997

Computer Graphics Certificate. Major course of study Electronic Illustration.

NEW YORK, NY

### INSTITUTO DE DISEÑO DE CARACAS

August 1990

Bachelor of Fine Arts, Degree in Graphic Design. Major in Computer Graphics

CARACAS, VENEZUELA

### OTHER CERTIFICATES

#### ■ June 2008

M/WBE Certification by the City of New York.

NEW YORK, NY

#### ■ September 1994; December 1994

Language Studies Canada; University of Cambridge, First Certificate in English.

TORONTO, CANADA

#### ■ March 1994

McEd/McCann-Erickson Advertising Basics Course Certificate  
Education and Development Program. Advertising and Marketing Basics/Presentations.

CARACAS, VENEZUELA

## COMMUNITY INVOLVEMENT & ACHIEVEMENTS

#### ■ March and April 2008

##### **New York Women Chamber of Commerce**

Guest Speaker in the Marketing Series Seminars:  
Developing Your Marketing Plan; Creating The Right Image.

NEW YORK, NY

#### ■ August 2003 to date

Professional Member of the AIGA (American Institute of Graphic Arts)

NEW YORK, NY

#### ■ August 2001 to date

##### **Girls Career Workshop, Ltd.**

Creative Marketing Advisor. Active volunteer with this NYC-based non-profit organization – designed logo, posters and all other marketing/educational materials; participate as a mentor for high school students in workshops on media & design; Spokeperson for organization at various recruiting functions.

NEW YORK, NY

#### ■ October 1999 to July 2003

Chair of the Merrill Lynch Hispanic Employee Network Committee Cultural Awareness

NEW YORK, NY

#### ■ Technical Skills: Macintosh & PC platforms; QuarkXpress, Photoshop, Illustrator, Dreamweaver, iMovie, Keynote, Word, Excel, PowerPoint; Photography.

#### ■ Bilingual, with fluency in Spanish (native-speaker) and English. Conversant in Italian.