

# Melissa M. Martinez

---

## MARKETING AND SALES LEADER

Strategic and results-driven leader with 20+ years of experience growing brands, launching products, and driving sales across B2C and B2B markets. Skilled in digital marketing, CRM, and omnichannel strategy with a strong focus on data, ROI, and execution.

- Proven success in e-commerce, customer acquisition, and brand development
- Expert in digital strategy, automation, and campaign performance
- Adaptive, hands-on leader with a track record of building high-impact teams

## EXPERIENCE

### Cool Party Balloons, West Chicago, IL

#### Founder & CEO

2024 - Present

Founded Illinois' leading retail and wholesale balloon distributor. Built the business from the ground up with no advertising spend, personally designing the e-commerce website and growing a loyal customer base through organic marketing.

- Grew to #1 distributor in Illinois through word-of-mouth, grassroots outreach, and direct social media engagement, generating over 2 million views for recent campaigns
- Built full-scale operations including e-commerce, inventory systems, warehouse, B2B sales, and in-store retail
- Secured direct distribution accounts with top global balloon brands and hosted industry events and classes to drive national visibility

### Roadway Moving (Luxury Hospitality), Remote/New York, NY

#### Vice President Marketing

2022 - 2023

Led marketing strategy across multiple U.S. markets to support company growth goals. Oversaw digital, CRM, product marketing, media, and demand generation.

- Spearheaded a comprehensive demand generation strategy, increasing qualified leads by 15% YOY by optimizing digital marketing channels and implementing targeted ad and content campaigns.
- Restructured and elevated the best-in-class Content and Influencer Marketing strategy, turning the ROI from 30% to 91% in 7 mo. through analysis and reshaping the approach to brand collaborations.
- Oversaw and measured digital and social channels (SEM, SEO, PPC, Paid Social, Organic Social, Affiliates, Web, Email, etc.) and allocated budgets for effective spending.
- Defined compelling messaging, positioning, creative and go-to-market strategy targeting specific customer segments.

### RCN Telecommunications/Astound Broadband, Chicago, IL

#### Sr. Director Marketing and Sales

2019 – 2022

#### Director Marketing and Sales

Led marketing and sales across IL and IN, overseeing strategy, branding, demand generation, direct mail, digital, and OOH. Managed a team of 30.

- Boosted e-commerce sales by 18% in year one and 10% in year two
- Improved marketing budget efficiency by 60% through performance analysis
- Directed internal creative teams and multiple external agency partners
- Member of inaugural Diversity Advisory Group focused on DEI and culture

#### **IGT/Northstar Lottery Group (Illinois Lottery), Chicago, IL**

##### **Director Advertising and Digital Marketing**

**2014 - 2018**

Led creation and implementation of brand and product advertising initiatives, communication, and media strategy to drive sales to retail and ecom. Directed 6 agencies in the areas of agency of record, multicultural, media buying, digital, sports partnerships, and experiential.

- Produced and executed 25+ marketing campaigns that included TV and radio commercials, print, OOH, digital, streaming audio, social, sports partnerships and/or events.
- Provided strategic direction to media buyers that resulted in high-impact campaigns and increased product sales, using varying project budgets (\$50K-\$4M per project).
- Spearheaded launch of first-ever Hispanic targeted product, resulting in the highest-rated brand campaign and sales of 125% over goal.
- Developed and managed a company-wide overall marketing budget of \$44M.

#### **Access Media 3 (DirecTV/DISH, Internet, Phone), Oak Brook, IL**

##### **Marketing Director**

**2012-2014**

Achieved annual revenue, margin, market share and volume plans for TV, Internet and phone business segments resulting in 10-15% YOY growth in all segments. Re-launched brand image (logo, website, print collateral) and market strategy to support brand recognition and reputation in the industry.

#### **PACO Ideation (Marketing Agency), Chicago, IL**

##### **Account Director**

**2011-2012**

Directed and managed Comcast/Xfinity, Cacique Inc., Sylvan Learning Center, Tampico Beverages accounts. Created event strategy for Xfinity. Developed go-to-market retail strategy for Cacique Inc. (Dairy) in Chicago, resulting in a 20% increase in retail sales. Directed social media tactics, content, and consumer promotions for clients for all platforms.

## **ADDITIONAL RELEVANT EXPERIENCE**

<b>Nuestro Queso LLC (CPG), Elk Grove Village, IL</b>	National Marketing Manager	2009-2011
<b>Café Media LLC, Chicago, IL</b>	Founder and Marketing Director	2008-2009
<b>CBS Television Network, New York, NY</b>	Senior Publicist	2007-2008
<b>CBS 2 Chicago, Chicago, IL</b>	Public Affairs Coordinator	2004-2007
<b>Tribune Company, Chicago, IL</b>	Marketing & Community Events Liaison	2000-2004

## **EDUCATION**

**Bachelor of Science, Psychology**, Loyola University Chicago, Chicago, IL

**Certificate, Digital Marketing Strategies: Data, Automation, AI & Analytics**, Northwestern University - Kellogg School of Management