

Russell Martinez



Experienced leader with a proven record of success. Strategic thinker with experience in working collaboratively to manage and expand brands within the marketplace while protecting the brand's integrity. Successfully launched a collegiate athletics rebrand and leveraged university accomplishments into broadened brand exposure and increased royalties.

Key Skills

- Leadership
- Teamwork/Collaboration
- Problem Solver
- Results Oriented
- Intuitive
- Strategic Thinker
- Effective Communicator
- Effective Negotiator
- Empathetic
- Flexible
- Adaptable

Professional Experience

● Assistant Vice President for Marketing and Branding

Sam Houston State University, Huntsville, Texas | March 2023

- Assist the Chief Marketing Officer (CMO) in directing the strategic operations of the Integrated Marketing Communications (IMC) division.
- Manage the university's brand and collegiate licensing programs and directing the university's brand discovery initiatives.
- Oversee IMC Athletics external engagement operations including budgeting, marketing, ticketing, communications, and corporate sponsorships.
- Work closely with other IMC units for creation of content, including video, print, web, social media, and paid media.
- Provide strategic guidance to all campus constituents as needed and serves as an advisor at all levels of campus.
- Build relationships on campus and within surrounding communities.
- Manage the IMC division when CMO is away.

● Associate Athletics Director

Sam Houston State University, Huntsville, Texas | December 2018 - March 2023

- Managed the Department of Athletics' External Operations which includes marketing, athletics ticketing, and corporate sponsorships 2018 - 2022. Focused on development and licensing 2022 - 2023.
- Brand manager for the Department of Athletics and manager of the university's collegiate licensing program.
- Developed strategic plans to strengthen and grow the university's licensing program while expanding and protecting the university's trademarks.
- Worked closely with the licensing partner and our licensees to capitalize on opportunities and trends, growing our brand's presence in different marketplaces, and promoting brand exposure through marketing, promotions, and other initiatives.
- Wrote licensing policies and procedures and established brand standards for the internal and external use of athletics trademarks.

● Director of Development for Athletics

Sam Houston State University, Huntsville, Texas | April 2014 - March 2023

- Donor cultivation and stewardship. Solicitation of major gifts for athletics programs.
- Established relationships on campus, the surrounding communities, and with corporate leaders to advance university and athletics initiatives.
- Assumed additional responsibilities with the Department of Athletics in Fall 2018.

● Deputy District Director

The Honorable Kevin Brady, Member of Congress, Conroe, Texas | April 2013 - March 2014

- Constituent services.

- Coordinated district scheduling, events, marketing, and public relations efforts on behalf of Congressman Brady.

● Manager of Web Services

Texas Department of Criminal Justice, Huntsville, Texas | May 2007 - April 2013

- Established the new Web Services department within the Information Technology Division.
- Managed technical and creative team responsible for web-based development.
- Directed the redesign of the agency's website, making it more intuitive to navigate with content more relevant to the public.
- Created branding for the Information Technology Division, which is still in use by the division.

● Technical Writer and Systems Analyst

Texas Department of Criminal Justice, Huntsville, Texas | August 1994 - May 2007

- Began with the agency as a technical writer and promoted through the systems analyst ranks.
- Developed technical documentation in support of information technology programs and initiatives.
- Designed computer applications of various levels of complexities.
- Managed technical staff.
- Served as divisional liaison between the Chief Information Officer and the Board of Criminal Justice.

Education

*September 2007 -
August 2009*

Master's Degree in Political Management

The George Washington University, Washington, D.C.

*September 1986 -
May 1991*

Bachelor's Degree in Criminology/Corrections

Sam Houston State University, Huntsville, TX

Accomplishments

● 2021 People's Telly

The Telly Awards | January 2022

"Berkat Athletics Rebrand"