

MARTIN SWEENEY

San Francisco, California

Portfolio | Email | LinkedIn

CREATIVE DIRECTOR - ADVERTISING AND PROMOTIONAL CONTENT

Proven creative lead with exceptional concept-to-delivery capabilities. Creator of original brands, co-branded partnerships, and multimedia entertainment properties. Twenty years of experience leading, defining, and executing strategic approaches, applying a solid understanding of brand strategy, and bringing the brand to life across all marketing and advertising outlets. Top-notch problem solver with a deep understanding of cultural trends. Passionate team builder, mentor and collaborator. Champion of big creative ideas that grow business. True believer in brains over budget.

CREATIVE BACKGROUND

- Lead internal creative teams & external creative partners creating compelling and attention-grabbing advertising and promotional media of all types for brands including Hint, Bessemer Ventures, Reputation.com & Ignition Partners
- Screenwriter and developer of feature films for comedy royalty Todd Phillips, Ben Stiller and others, including Sony Pictures, Warner Brothers, The Weinstein Company
- Writer-director of award-winning film festival comedy shorts
- Head Writer and director of animated shows for pioneering online entertainment site Heavy.com

SIGNATURE COMPETENCIES

Creative Strategy | Brand Messaging | Advertising & Marketing | Brand & Culture Integration | Brand Strategies | Concept Development | Direct Response & Broadcast & Digital Advertising | Social Media Marketing | Storytelling | Script Writing | Influencer Marketing | Video Production & Post-Production | Art Direction | Client Relations | Actionable Insights | Agency Management | People Development | Brand Voice & Consistency | Budget Control | Organizational Leadership

WORK EXPERIENCE

EXECUTIVE CREATIVE DIRECTOR

NOV 2019 – JAN 2024

Hint, Inc. - San Francisco, California

- Directed a small internal team in creating thousands of brand and marketing assets for a high-growth omnichannel CPG brand producing fruit-infused water.
- Contributed hands-on work copywriting, designing, directing, producing, and editing.
- Recruited, hired, trained, and mentored creative team in an atmosphere of collaboration, inclusion, and fearless creativity.
- Ensured consistency and appropriateness of brand voice, tone, and imagery through the lenses of different channels.
- Identified and captured brand and cultural insights, challenges, and opportunities for insight-driven approaches.
- Established effective, collaborative relationships with stakeholders and senior leadership company-wide.
- Built and maintained highly productive partnerships with top-level agencies and creative contractors.

Key Accomplishments:

- Substantially increased creative quality and production by rebuilding internal and external creative resources.
- Partnered with agencies to produce five national TV commercials, including a cost-effective Super Bowl spot.
- Developed iconic 3D animated brand spokes-characters the Lemurs. Wrote, edited & produced the Lemurs TV and radio spots, the best performing campaign in company history.
- Led comprehensive update of brand strategy, voice & design guidelines; partnering with CMO and external resources, developing system, building support from executive team and internal stakeholders & guiding implementation with internal and external creative partners.

- Maintained productivity and positive work culture during COVID-19 while transitioning a young creative team from in-person to 100% remote work.
- Led in-house production of 25+ Direct Response TV commercials
- Increased brand aided awareness from 23% to 67% and brand unaided awareness from 2% to 28% and maintained a Net Promoter Score of 50+
- Launched brand TikTok presence, establishing platform-specific voice & successful influencer marketing program
- 200+ Facebook/Instagram video & static ads driving monthly online new customer growth up 2x with consistently low CPAs
- Produced 300+ high performing DTC emails, growing YOY revenue +172%

FOUNDER & CREATIVE DIRECTOR

JUN 2010 – NOV 2019

BORRACHO - San Francisco, California

- Established a boutique digital creative agency and production company specializing in branding, storytelling, and development, and producing engaging marketing creatives.
- Writer, director, producer, and editor for all projects, collaborating with CEOs and marketing leads to create entertaining, impactful content for new and innovative products and services.

Key Accomplishments:

- Provided services for NFL Network, Sirius Satellite Radio, Dish Network, Ignition Venture Partners, Heroic Ventures, BBVA, TiVo, Bessemer Ventures, Flint Mobile, Reputation.com, Google, and other clients.
- Created a unique promotional vehicle for Bessemer Ventures + TechCrunch, driving awareness in a crowded venture space.
- Designed and produced marketing collateral, directed, produced, wrote, and edited Bubbleproof, a ten-episode mockumentary series reaching 2+ million plays on TechCrunch, Facebook, and YouTube.
- Produced a singular, brand-defining promotional media for boutique venture capital firm Ignition Partners, providing custom, animated testimonials based on founder interviews.
- Delivered maximum production value to Ignition Partners by sourcing a mix of top and local creatives and cost-effective global resources to deliver production at the best price.
- Directed, produced, and edited a twelve-minute mockumentary film to spearhead an innovative recruiting and publicity campaign with 300,000 online views for Reputation.com; Featured in cable news segments on Bloomberg, CNBC, and Al Jazeera and screened at 20 film festivals, winning multiple awards.
- Retained on a full-time exclusive basis for various projects for Reputation.com, including creating unique explanatory videos for sales and national media PR. Services included 20+ national radio spots, DRTV spots, direction, and copywriting for company rebranding, achieving 500% growth post-rebrand sales conversion.

SCREENWRITER

AUG 1999 – MAY 2010

Borracho Pictures, Inc. - Los Angeles, California

- Feature film screenwriter employed by various studios and production companies, including The Weinstein Company, Warner Brothers, and Sony/Phoenix Pictures.

EDUCATION

University of Michigan - Ann Arbor, Michigan

Bachelor of Arts - Drama, Honors

Relevant Skills

- Expertly Skilled in After Effects, Premiere Pro, Photoshop, Audition, Illustrator, G Suite, PowerPoint, Comedy, Copywriting, Video Editing, Motion Design, Talent Casting and Direction, Presentation, Audio Mixing, and Music Sourcing • High Fluency in AI Generative Tools, Chat GPT, Typography, Color Theory, UI/UX, A/B Testing, and Packaging Design •