

BRIAN ELLIS MARTIN

New York City

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experience

Founder and Creative Lead

Brand Bravery – New York City, 2015–present

- Creative strategy leadership and hands-on creative/ UX /design
- Independent consulting firm for direct clients, long- and short-term contract positions
- Clients include American Greetings, McKinsey, PCA Skin, Health Academy, Avér Skincare, Superbetter, Alfagia, Linder Labs, Safetee Clean, Trilipiderm, and Workparent
- Also operated the consultancy between 2010 and 2014

Head of Creative

Message Lab – New York City, 2021-2022

- Contracted as Head of Creative for a brand journalism marketing agency, building and managing a design team, scaling processes, and expanding the agency's capabilities for its recent sale to BerlinRosen
- Focused on creating immersive multimedia storytelling experiences, UX solutions, and brand development while directing the day-to-day delivery of design and illustrations
- 6 Gold Awards and 19 Finalists at the 2023 Content Marketing Awards
- Clients included Google, Figma, Softbank Vision Fund, Microsoft, XQ Superschools, and ServiceNow

Head of Product Design and UX

MSNBC – New York City, 2014–2015

- Led Creative and UX studio team to cultivate, ideate, design and build original, engaging cross-platform digital products and experiences
- Envisioned and prototyped suite of native apps (Apple TV, Android, iOS, FireTV) incorporating social newsfeed and "TV everywhere" video viewing

VP Executive Creative Director

CNN – Atlanta, 2008–2010

- Creative and UX vision holder for all CNN-related digital products including redesigns of CNN.com, iReport.com, mobile, apps, international, live video, multimedia interactives and VOD
- Peabody Award, Gold award, Website of the Year, Society of Publications Designers, multiple Webbys
- Managed the Design and UX 25+ member internal teams and multiple external agency relationships

Executive Creative Director

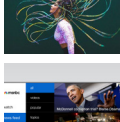
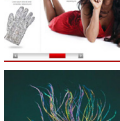
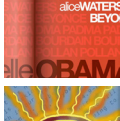
PCA Skin – New York / Scottsdale, 2004–2008

- Complete brand strategy makeover of clinical skin care company, from positioning through execution of all marketing communications and packaging
- Created a global-class brand, resulting in a recent \$300M+ sale of the company to Colgate

Founder and Creative Lead

The4 Creative Network – New York City, 1999–2004

- A visual communications design studio for brand development, digital UX and marketing
- Clients included: Spiegel, AOL, Nike, The New York Times, The Shooting Gallery, Bloomingdale's, Mervyn's, Maybelline, Ancestry, PCA Skin, AGA Marketing, NPR, Workknowledge, and an 8-month on-site contract with Sapient in SF, as creative director for the Nordstrom and Hallmark clients



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experience

VP Executive Creative Director

Omnicom: THINK New Ideas – New York City, 1997-1999

- Ranked global top ten by Adweek during both years of my leadership
- Managed a staff consisting of 25+ full-time (and external teams of up to 25) art directors, designers, front end developers and copywriters
- Clients pitched, won and maintained Agency of Record relationships with included: Time Inc., IBM, Gillette, Procter & Gamble, Oracle, Silicon Graphics, Rockport, Avon, NFL Players Inc., Chase, Millstone Coffee

education

Bachelor of Fine Arts

University of Washington, Seattle Washington

selected accolades

Peabody Award for Excellence in Journalism, CNN

Gold Award, Website of the Year, Society of Publication Designers

Content Marketing Awards 2023, 6 Gold Awards, 19 Finalists

Edward R. Murrow Award (2x), Best Website

12 Webby Awards

American Advertising Federation (AAF), Featured speaker

Institute of Design at Stanford ("The D School"), Featured panelist "Re-designing Journalism"