



CONTACT

WEB

marzex.com

CONTACT

marzex.com/#contact

LINKEDIN

linkedin.com/in/marzex

BASED IN

Oregon

AT A GLANCE

2005

MARZ INNOVATIONS
FOUNDED

20+

SMALL BUSINESSES ON
SUBSCRIPTION

200+

CONCERTS AND EVENTS
PRODUCED

243%

ONLINE GIVING, YEAR ONE AT
THE FOODBANK

SKILLS

Brand and Identity

Managed Marketing
Communications

Websites, WordPress and Custom
Builds

Search Engine Optimization

Social Media, Content and
Reputation

Hosting, Servers and Email

Web Security and Hardening

Graphic Design, Print and Signage

Video and Audio Production

Live Events and Venue Operations

Budgets, P&L and Vendors

Tech Support and Training

MARZEX

Brian Martinez

Builder, designer, founder of Marz Innovations

Founder of a private, referral-built digital firm that runs the marketing communications for small businesses on a subscription: website, content, email, print, reputation and tech support, handled continuously. Twenty-plus years across brand, web, search, hosting and live production, with a four-year nonprofit tenure that built the website, the brand and the giving programs of a statewide food bank through the recession.

EXPERIENCE

1996 to present

Founder and President, Marz Innovations

MERIDIAN AND BOISE, IDAHO, THEN OREGON · 2005 TO PRESENT

- Subscription marketing communications execution and support for **more than 20 clients**, year after year
- Brand and asset management; logos, advertisements, collateral, stationery and signage
- Web design and development in HTML5, PHP, JavaScript and CSS; WordPress and custom builds
- Search engine optimization with **top-ten results** on the major engines
- Social media content, reputation and campaign management
- Technical support for email, Office, Windows and peripherals; hosting and mail on LEMP and cPanel

Marketing and Communications, The Idaho Foodbank

BOISE, IDAHO · NOVEMBER 2008 TO APRIL 2012

- Built the website on a custom CMS with an online donation system, donor management and reporting, and a blog used as the newsroom: **online donations up 243% in the first year**
- Rebranded the organization and every program under it (Beef Counts, Picnic in the Park, Mobile Pantry, Backpack, School Pantry): **recognition up 400% over two years**
- Named, branded and launched the Idaho Food Bank Fund tax check-off: **largest recipient on the form in its first year, 108% over the runner-up**
- Branded Beef Counts for Idaho; the program later expanded into Washington
- Built the staff extranet and a custom volunteer module (check-in, scheduling, time cards) on the same CMS and database
- Budget, donor marketing strategy, internal and external communications, social media, advertising, collateral and signage

Production Manager and Promoter Representative, Bravo Entertainment

BOISE, IDAHO · 2005 TO 2006

- Financial settlement with touring acts; artist cash accounts of \$10,000 to \$20,000 a week
- Shows at the Idaho Center, the Big Easy, Tamarack Resort and the Shrine Theatre; first X-Fest (2005) and the first full-scale outdoor concert at Tamarack Resort (Lyle Lovett, 2006)
- Production systems, purchasing and maintenance; box office supervision; a crew of 20+, scheduling and payroll



EDUCATION AND TRAINING

Boise High School

Boise, Idaho. Sports, student council, art, special events

Dale Carnegie

Communication and management training

Sales and marketing

Professional training

AutoCAD and QuickCAD

Event layouts and seating manifests

Mitel SX2000

PBX programming

TOOLS

Code

HTML, CSS, PHP, JavaScript

Design

Illustrator, Photoshop, Lightroom, Premiere, After Effects

Servers

LEMP stacks, cPanel, DNS and mail

Live

Front-of-house and monitor consoles, lighting, video, telecom

SELECTED BUILDS

Virtucom

Managed services for small business

Linktile

Bio-link pages with a brand

WTFStock

Free generated stock photo library

Purple Voice

Congressional votes and bills, readable

Glitch City

A fictional city with a real community

Brian Martinez

EXPERIENCE, CONTINUED

Event and Booking Manager, Bank of America Centre

BOISE, IDAHO · 2003 TO 2005

- Booked national touring acts and sporting events; contract negotiation and management; the calendar
- Department P&L, budgets and pro formas; event scaling and manifests; financial settlement
- Event marketing: advertising budgets, placement, design and tracking; designed the venue's first website (2003)
- Relationships with clients, promoters, vendors and media partners

Production Manager, Bank of America Centre

BOISE, IDAHO · 2000 TO 2003

- Event logistics and technical coordination; advanced shows with promoters and talent agencies
- Produced the Idaho Steelheads hockey AV operations; **more than 100 events** designed in CAD
- Programmed and maintained the Grove Hotel and arena Mitel SX2000 telephone system

Technical Director, Bank of America Centre

BOISE, IDAHO · 1998 TO 2003

- Crew supervisor and house technician; event setup and execution
- Video editing and operation for Idaho Steelheads game productions
- Across the arena years: **200+ concerts and special events**, front-of-house and monitor console positions

Milling and Machinery Technician, Schlage Lock

SECURITY, COLORADO · 1996 TO 1998

- Side-bit milling on the Primus high-security key line; key and lock quality inspection; shipping and receiving

HOW I WORK

I build the system before I pick the tool. One subscription, the whole job handled, and a client who only ever has to talk to me. That is how I ran it at the Foodbank and that is how the firm runs now.