

## NEYDA LUZ MARTINEZ

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### EMPLOYMENT

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**P.O.V./American Documentary**, New York, NY, 2004 to present

Consultant, Publicist/Marketing Manager

Contribute research, marketing and strategic planning for organization's 20<sup>th</sup> anniversary and nascent marketing initiatives. Secure pro-bono advertising from niche publications. Develop presentations for PBS and potential corporate sponsors. Design and/or monitor creative development of advertising. Initiate and maintain on-going dialogue with editors and journalists to secure coverage of P.O.V. films and filmmakers on PBS. Coverage includes *CNN Radio International*, *The World (a BBC co-production)*, *WURD (Philadelphia)*, *WGNU (St. Louis)*, *Newsday* and *HOY, The Daily News, The Amsterdam News, New York Beacon, Impacto Latin News, EFE (Spanish News Wire), KISS-FM (The Michael Baisden Show), VOA News, NPR, WBAI, WBGO, ESPN (Cold Pizza), amNew York, Orlando Sun-Sentinel, Windy City Times, WTTW* and *Telemundo*, among others.

**Upper Manhattan Empowerment Zone**, New York, New York 2003 – 2004

Consultant, Interim Senior Vice-President of the Cultural Industry Investment Fund (CIIF) and Nonprofit Investments (Arts, Culture & Tourism); restructured and expanded prior case file to stabilize and re-activate grant-making; contributed research, strategies, procedures and new development for \$30M portfolio approved by NYC Deputy Mayor for Economic Development; responsible for roll-out, execution and implementation; developed high-level strategic partnership with foundations and corporations such as the Arts and Business Council.

**Salomon Smith Barney/CITIGROUP**, New York, New York, 2000-2002

Assistant Vice President, Marketing Manager - Target Market Initiatives

Planned, developed and implemented a national client acquisition and niche-marketing program. Managed and tracked annual budget; developed annual marketing and public relations plans. Designed platform for new advertising, including concepts, strategy documents and creative briefs. Wrote, researched and prepared internal document for development of new consumer web site. Secured participation of high-level keynote speakers for national educational symposia and publicity including Rosario Marin, former United States Treasurer and Carlos Gutierrez, Economic Advisor to the U.S. President and former CEO of the Kellogg Company, among others. Interfaced with high-level executives from Banamex, Citigroup and various business units (i.e. Public Finance, Investment Banking) to strengthen corporate presence. Programs increased over 14 times from launch year, with an average yield of approximately \$1 million dollars in new and reactivated assets per marketing initiative. Grant manager for SSB's Community Investment Program, Western Division.

**The Vidal Partnership**, New York, New York, 2000

Director of Public Relations

Supervised and managed public relations for the McDonald's Tri-State Co-Op. Developed plans and identified tools for department's growth including: new business pitches, marketing, public relations, corporate communications, public affairs, government affairs, and new media services. Advised on corporate communications strategies with other clients, as needed. Supervised and managed Public Relations Account Executive.

#### Achievements

- Leveraged participation of top music star, Marc Anthony for Ronald McDonald House of New York's benefit concert at Radio City Music Hall.
- McDonald's Corporate, McDonald's Owner/Operators & Ronald McDonald House Charities Hispanic Scholarship, *HACER*.
- Developed strategy, and managed publicity campaign for new product launches.
- Wrote radio script to air in 10 major markets for Prodigy Internet.
- Contributed culturally relevant insight and angle for Heineken USA's 2000 Hispanic TV publicity campaign.

**The Joseph Papp Public Theater/New York Shakespeare Festival**, New York, New York, 1999-2000

Audience Development - Community Affairs Liaison - Visual Arts Curator

Developed new and non-traditional audiences for Public Theater productions and Joe's Pub including: *2.5 Minute Ride* by Lisa Kron, *Everybody's Ruby* by Thulani Davis, *In the Blood* by Susan-Lori Parks, *Hamlet* by Shakespeare, and *Two Sisters and a Piano* by Nilo Cruz, *House Arrest* by Anna Deavere Smith and *The Wild Party* by George C. Wolfe and Michael John LaChiusa.

Identified, initiated and maintained strategic alliances with corporations, journalists and non-profit organizations, i.e. the Public Relations Society of America, the National Association of Lesbian and Gay Journalists, and the National Association of Hispanic, Asian-American and African-American Journalists, among others. Developed target-marketing campaigns for long-

term audience development. Augmented and corrected press lists. Recommended advertising buys. Initiated, designed and implemented fine art programming, in conjunction with theatrical productions, that served as an audience development tool, while promoting dialogue between the visual and performing arts communities in The Susan B. Stein Shiva Gallery. Gallery exhibitions: Arturo Cuenca: *Recent Works*, Lorna Simpson & Aminah Robinson, Odili Donald Odita, and *Sweet Beguile: Contemporary Works by Six South Asian Artists*. Curated, coordinated and marketed free public programs such as *Shakespeare and Cervantes in New York*, *The Play's the Thing*, and *Callaloo*, among others.

**El Museo del Barrio**, New York, New York, 1994-1999

Director, Public Relations and Marketing

Museum spokesperson. Created and implemented full-scale communications and marketing plans. Designed advertising, public relations and marketing campaigns for Museum's on-going exhibits, educational and public programs, including El Museo's first landmark exhibition, ***Taíno: Pre-Columbian Art and Culture from the Caribbean***. Composed visitor questionnaire in English and Spanish utilizing compiled data for press outreach and marketing. Responsible for event management, press relations, media buying, ad creation/direction and copy writing. Designed and produced advertising materials. Initiated, developed and marketed public programs, such as *Música en el Museo*.

**Achievements**

- 385+% Attendance Increase, 1994-1997.
- 150% Increase in Foreign Press Reviews; 65% Increase in Local and National Press Coverage.
- Museum's Highest Public Opening Attendance: 3,660 Compared to 350.
- 75% Increase in Attendance of Public Programs, yielding 60% revenue increases in sales.

Press coverage included *ABC*, *NBC*, *CBS*, *BBC World News (UK)*, *NY1*, *Metro TV*, *Telemundo*, *Univision*, *New York Times*, *Daily News*, *New York Post*, *Time Magazine*, *International Herald Tribune*, *Time Out New York*, *National Public Radio*, *EFE*, *AFP*, *O Global (Brazil)*, *Sabor (Italy)*, *L'Espresso (Italy)*, and various international media outlets in countries such as United Kingdom, Spain, Argentina, Colombia, Mexico, Dominican Republic, among others.

**UniWorld Group, Inc.**, New York, New York, 1993-1994

Creative Coordinator

Managed projects for corporate clients: Nutrament, Reebok, Kodak, Lincoln-Mercury, HBO, HBO en Español. Production assistant for radio, TV commercials and print ads. Provided translation services as needed.

**Glass Magazine**, Brooklyn, New York, 1993

Interim Managing Publisher

Managed \$60,000 quarterly budget. Collected \$30,000 in outstanding receivables. Supervised sales department, maintained relationships and negotiated contracts with distributors, printers and related sub-contractors.

**The Lakeside Group**, Chicago, Illinois, 1986-1992

Director of Advertising and Assistant to the President

Private, For-Profit International Exposition Management Firm. Planned and Implemented National and International Advertising Campaigns for five annual expositions open to the public and to the trade including the *Chicago International Art Exposition*, the *Chicago International Antiques Show*, the *Chicago International New Art Forms Exposition*, the *Chicago International Festival of Flowers and Gardens* and the *Chicago International Boat Show*. Managed and Coordinated the Lakeside Group's *International Cultural Exchange Program* between Chicago, Illinois and India, China, Italy, France and the Soviet Union and the inaugural *International Culinary Festival*. Assisted show directors in all phases of event management, direct mail, marketing and advertising initiatives. Public relations liaison.

**Achievements**

- Secured \$1.5 Million in Advertising; 50% Participation Increase of International Publications.
- Lakeside Liaison to Expo CT, Chamber of Commerce Program, Milan, Italy.
- Lakeside Liaison to Artist Union, Soviet Union.
- Lakeside Liaison to City of Chicago "Sister City," DCA, and Navy Pier development program meetings.
- *Primavisione*, Art Exhibit, Milan, Italy, Co-curator and Assistant Project Director.
- Designed accompanying 8-day lecture series for the Chicago International Festival of Flowers and Gardens.

**Education**

**Loyola University**, Bachelor of Arts, 1985, Chicago, Illinois

**Personal & Other Activities:**

Fluent in Spanish, proficient in Italian, basic knowledge of Portuguese and French. Traveled throughout Europe, the Soviet Union and the Caribbean. Guest lecturer at Fordham University, New York University and League of Resident Theaters (annual/national meeting). New York Women in Film and Television (member, communications committee); Arts and Business Council, National Arts Marketing Project (program steering committee); Third World Newsreel (board member).

**Neyda Luz Martínez**  
Consultant

In September of 2002 Neyda Luz Martínez founded **Montserrat Ltd.** The company renders publicity, marketing and strategic business development to a variety of clients including international ad agencies such as Young & Rubicam/Bravo Group, and Publicis Sanchez & Levitan.

• **Publicist/Co-Curator**

***Creatively Speaking:*** Harlem Film Festival:, 2002, 2003, 2004, 2005 and 2006. Press liaison for Aaron Davis Hall. In 2002, expanded outreach to include Latino/a filmmakers. 2003 Press Coverage included *ABC, CBS, BET, The New York Times,* and *The Daily News.* Edited written materials including brochure, press releases and announcements.

• **Publicist**

"Enrique's Journey" Spanish edition, published by Random House. Manage national Spanish language publicity tour for Los Angeles Times 2003 Pulitzer Prize winning reporter/journalist, Sonia Nazario.

• **Producer/Curator "Habana | Harlem"**

Developed new signature program for Harlem's premier center for the performing arts, Aaron Davis Hall. Humanities program (musical performances, film screening and panel discussion) celebrating Afro Cuban musical contributions and explored historical and contemporary continuum. Developed identity and merchandising for show. Managed press and marketing efforts. Sold-out performances. Major coverage included: *NY Post, The Amsterdam News, METRO NY,* and *El Diario-La Prensa,* among others.

• **Publicist/Program Consultant/Producer**

Managed publicity for the North Star Fund's 25<sup>th</sup> anniversary community gala. Produced VIP fundraising reception and film retrospective honoring John Sayles and Maggie Renzi. Negotiated and secured Museum of the Moving Image as program co-presenter. Press coverage included: *NY Post, The Amsterdam News, Queens Chronicle, NY Newsday, New York Observer, Brian Lehrer Show (WNYC), New York Times,* among others.

• **Corporation for Public Broadcasting's Minority Consortia**

Developed, wrote and produced a comprehensive 5-year summary booklet presented to the philanthropic and corporate funding community, the Minority Consortia Board of Directors and members of the U.S. Congress.

• **Target Marketing Consultant, Focus Features**

"Buzz Marketing" – Strategic audience development in support of "Motorcycle Diaries" screening at El Museo del Barrio in East Harlem. Raise awareness among key constituency about film's non-qualification as Oscar contender due to multi-national business and artistic execution.

• **Publicist**

Recording Artist: Jose Conde, Press Release for independent release "Aye Que Rico" and launch parties in New York City and Miami. Press coverage included *The Daily News, Amsterdam News, NY Newsday, Miami Street News, Miami Herald* and *El Nuevo Herald* as well as various Spanish language and music related media outlets.

• **Publicity Consultant, Publicis Sanchez & Levitan**

The 3<sup>rd</sup> Annual Latin Grammy® VIP Celebrations in New York City, Miami, Chicago, and Houston, for Co-Sponsor Chivas Regal. Press attendance included *CBS, NBC, Telemundo, Exito (Tribune Co.), Sun Sentinel,* and *Miami Herald,* among others. Advised on corporate positioning, communication strategies, and wrote executive speeches for press events.

• **Publicity Consultant, The Bronx Museum of Arts**

Provided publicity support to the museum for the "The Gift" an international exhibition of contemporary art. Negotiated marketing opportunities for "The Gift" at the Art Basel Fair in Miami. Press coverage and attendance included *Time Out NY, Italian News Agency, WNYC Radio, Tema Celeste, Flash Art Magazine, New York Times, Hoy Newspaper* and *The Harlem Times,* among others.

- **Publicist/Co-Curator**

African American Women in Cinema Festival, March 2002, Director's Guild of America. Seventy-five registered press representatives attended the festival including, *Daily News*, *ABC*, *CBS*, *Daily Variety*, *Essence Magazine*, *Vibe*, *Trace Magazine*, *Caribbean Life*, *The Independent*, among others. Expanded outreach to include Latino/a filmmakers.

- **Audience Development**

Consultant for the Pulitzer Prize winning Broadway production of Suzan Lori-Parks' **Top Dog/Under Dog**. Producer, George C. Wolfe, starring Mos Def and Jeffrey Wright.

- **Writer**

Prepared original written materials (biography, press releases and project descriptions) for visual artist **Pepón Osorio** upon receipt of MacArthur "Genius" Award.

- **Publicist**

The American Composers Orchestra's *Sonidos de las Américas: Cuba*. A citywide celebration of classical and contemporary Cuban music in multiple venues throughout New York City culminating with a world premiere performance at Carnegie Hall. Press coverage included *The Wall Street Journal*, *EFE* and *AFP* news services.

- **Publicity Consultant, Publicis Sanchez & Levitan**

The 3<sup>rd</sup> Annual Latin Grammy® VIP Celebrations in New York City, Miami, Chicago, and Houston, for Co-Sponsor Chivas Regal. Press attendance included *CBS*, *NBC*, *Telemundo*, *Exito (Tribune Co.)*, *Sun Sentinel*, and *Miami Herald*, among others. Advised on corporate positioning, communication strategies, and wrote executive speeches for press events.

- **Publicist**

"Maravillas Amazonicas/Amazon Wonders" An exhibition of paintings from the Peruvian Amazon Basin, hosted by the Consulate General of Peru in New York.

- **Public Relations**

Phyllis Galembo—Wrote Press Release and coordinated Audience Outreach for launch party of *Voodoo: Vision and Voices of Haiti*. Wrote Press Release on behalf of the artist for *Kings, Chiefs and Women of Power* an exhibition at the Museum Natural of History (NYC).

- **Freelance Writer**

RykoLatino Records—Recording Artist: Jimmy Bosch, *Soneando Trombon*. Wrote Artist Biography for sales and press kits.

- **Public Relations**

Blue Jackel Label—Recording Artist: William Cepeda, Artist Biography and Press Release for record release and launch party at SOB's/"My Roots and Beyond." Press coverage and representative attendance included *Time Magazine*, *Daily News*, *El Diario-La Prensa*, and niche market and world music publications.

- **Public Relations**

"The Spirit of El Barrio" mural restoration project. Managed publicity efforts, produced media and VIP community reception for muralist Manuel Vega and mural sponsor Hope Community Restoration Project. Garnered major feature coverage in the NY *Daily News* and other local media.

### **Published Articles:**

"From the Bronx to Bahia" *Latin London Magazine*, UK. Feature article on East Harlem and focus on visual artist, Manuel Vega.

"Color Theory," POSTMEDIA, <http://www.oasinet.com/postmedia/art/odita.htm> (e-zine based in Milan, Italy). Review of Odili Donald Odita's solo art exhibition at the Florence Lynch Gallery, New York City.

"El genio de Pepon: Condecorado con premio MacArthur, Pepon Osorio mantiene el compromiso con sus raíces" (Pepon's genius: MacArthur Fellowship Awardee; Pepon Osorio maintains a firm commitment to his roots). Feature Article (center spread w/color photos). *El Diario-La Prensa* is New York City's oldest Spanish language daily newspaper.