



# CHERYL MARTINEZ

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[LinkedIn](#) | [Case Studies](#) | [THE CHERYLVVERSE](#)

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## CREATIVE STRATEGIST & SYSTEMS BUILDER

I transform powerful missions into movements, building systems that drive real-world impact. I bring a rare dual perspective as both a creator and an operator, combining artistic instinct with structured, data-informed execution. My work has included designing multi-platform community ecosystems, contributor frameworks, and lifecycle journeys that improve consistency, trust, and retention. As a singer-songwriter, I'm building a cohesive artistic universe across sound, visual art, and narrative, focused on IP development beyond traditional industry pathways.

## PROFESSIONAL EXPERIENCE

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### **Tools For Talent — Founder & Creative Strategist** 2007–Present

- Built and scaled a vetted creative talent network of 1,000+ professionals, supporting 200+ clients across 5,000+ live events, brand activations, and productions in the tri-state area
- Expanded the business into a strategy studio focused on digital systems, campaign infrastructure, and branded creative for mission-driven organizations
- Recruited, developed, and managed a small internal creative team, including designers and video editors, to produce campaign and brand assets across client initiatives
- Produced and hosted TFT TV, a 29-episode original series filmed at YouTube Space NY and aired on New York cable television (MNN), spotlighting talent, culture, and the real stories behind creative careers

### **Pilots To The Rescue — Senior Strategic Partner** 2021–Present

- Led end-to-end digital growth, storytelling, and fundraising systems, scaling a limited platform presence into a 6-platform ecosystem through Tools For Talent
- Drove 93% YoY community growth in the most recent year, with 28M+ views across platforms, helping attract sponsors and national media attention (Tito's Handmade Vodka, BISSELL Pet Foundation, The Dodo, TODAY Show, New York Post, Inside Edition)
- Built contributor systems for a distributed content network, including content guides, training frameworks, and usage-rights agreements that improved content quality, consistency and supported 75+ creator partnerships with 50M+ combined followers
- Designed a recurring-giving program and donor lifecycle system spanning onboarding, nurture, retention, landing page UX/UI, incentives, and lifecycle email strategy; Meta traffic converted at ~3:1 ROAS

### **Vegginer Cooking — Founder & Creative Director** 2020–Present

- Founded and scaled a digital media platform that reached a peak of 40M+ monthly impressions and 1M+ monthly engaged users on Pinterest
- Built a 200K+ community through organic SEO and platform-native growth strategies
- Selected as a Pinterest Managed Creator and developed original platform-backed content, including a dedicated weekly live series on Pinterest TV
- Featured in Pinterest's Creator Success Stories after driving a 900% increase in blog traffic
- Secured and executed 30+ brand partnerships, including Tastemade, Nasoya, Oshi, and Sprinly, across sponsored content and whitelisted campaigns

# CHERYL MARTINEZ

## **Independent Artist & Songwriter** 2008–2016; **THE CHERYLVVERSE** 2026–Present

- Built and evolved an independent artist brand across multiple platform eras, adapting to shifts in algorithms, formats, distribution models, and audience behavior
- Performed across major cultural stages in New York City and internationally, including the NYC Marathon, National Puerto Rican, Dominican, and Pride Parades
- Featured in more than 15 music videos for major artists, including Beyoncé and 50 Cent
- ASCAP songwriter and publisher member, independently administering rights and maintaining full ownership of original catalog
- Recorded and released an independent album, leading songwriting, video production, creative direction, and physical/digital rollout
- Accepted into the Symphonic Distribution and Suno partner programs, supporting catalog re-release strategy and new music development in THE CHERYLVVERSE

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## CORE SKILLS

- Digital Ecosystem Strategy & Infrastructure Design
- Platform Strategy & Community Development
- Lifecycle, Retention & Monetization Systems
- Narrative Strategy & Story-Driven Conversion
- Fundraising Strategy & Donor Engagement
- Partnerships, Sponsorships & Collaborations
- Talent & Creator Acquisition Systems
- Creative Direction & Brand Positioning
- Data-Informed Growth & Performance Optimization
- Strategic Leadership & End-to-End Execution

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## SYSTEMS, PLATFORMS & TOOLS

**Audience Platforms:** Instagram • YouTube • TikTok • Pinterest • Facebook • LinkedIn

**Music Platforms:** Suno • Bandcamp • SoundCloud

**Creative & Generative Tools:** Canva • CapCut • Higgsfield

**Analytics & Growth:** Metricool • Meta Business Suite • Meta Nonprofit Manager

**Web, E-Commerce & Operations:** Wix • Printful • Google Workspace

**Workflow, Automation & Systems:** Airtable • Trello • Notion • Zapier • Loom • ManyChat

**AI Tools:** ChatGPT • Claude

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## EDUCATION

B.A. in Comparative Literature, Departmental Honors

**Binghamton University**