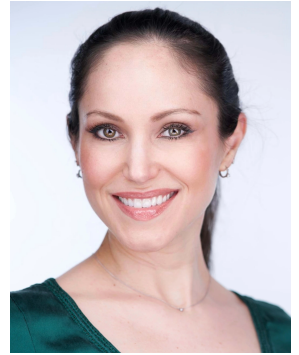

CHERYL MARTINEZ

FOUNDER & SENIOR STRATEGIST
Creative, social impact & growth

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[LinkedIn](#) | [Case studies](#)



The throughline in my career is using creativity in service of something larger than itself. I'm most energized by the space where culture, technology, community, and human behavior collide, especially when there's an opportunity to turn something complex into something people genuinely want to understand, use, share, or be part of. I've spent my career building things from the ground up, following curiosity across industries, and finding unexpected ways to connect big ideas with real people.

PROFESSIONAL EXPERIENCE

Tools For Talent | Founder & Managing Director

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 creative strategy studio focused on program design, digital ecosystems, campaign infrastructure, and sustainable growth for mission-driven brands.
- Recruited, developed, and managed a creative marketing team, including designers and editors, guiding briefs, creative direction, feedback cycles, and campaign asset production.
- 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, Digital Growth & Fundraising

2021-2026

- Directed the strategy behind PTTR's digital ecosystem through Tools For Talent, connecting creative, community, fundraising, and program initiatives to support long-term organizational growth and mission impact.
- Drove 93% YoY social audience growth across six platforms in 2025, generating 28M+ views and helping attract sponsors and national media attention including Tito's Handmade Vodka, BISSELL Pet Foundation, The Dodo, TODAY Show, New York Post, and Inside Edition.
- Transformed a paid-influencer model into a mission-aligned creator partnership program, building the contributor frameworks, training systems, and usage-rights infrastructure that supported 75+ partnerships with 50M+ combined followers, without paid influencer spend.
- Architected a recurring-giving program and donor lifecycle system from the ground up, spanning positioning, donor journey design, onboarding, nurture and retention, landing page UX/UI, incentives, and lifecycle strategy; Meta fundraising campaigns generated ~3:1 ROAS.

Veginner 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 around making plant-based living approachable for beginners through educational content, recipes, guides, live programming, and cooking instruction.
- 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 40+ brand partnerships, including Tastemade, Nasoya, Oshi, and Sprinly.

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.
- Selected for the Suno Partner Program and accepted for distribution through Symphonic, supporting catalog re-release strategy and new music development in THE CHERYLVVERSE.

CORE COMPETENCIES

Strategic Leadership & Organizational Growth • Entrepreneurship & Business Building • Program Architecture, Systems Design & Operational Infrastructure • Social Impact & Mission-Driven Strategy • Fundraising, Donor Lifecycle & Revenue Strategy • Partnership Development & Stakeholder Engagement • Community Building & Audience Growth • Brand Strategy, Positioning & Storytelling • Creative Direction & Integrated Campaigns • Team Leadership & Talent Development • Audience Insights, Analytics & Data-Informed Decision Making • AI, Emerging Technology & Workflow Design

PLATFORMS & TOOLS

Audience Platforms: Instagram • YouTube • TikTok • Pinterest • Facebook • LinkedIn • X • Threads

Music Community Platforms: Suno • Bandcamp • SoundCloud

AI & Creative Tools: ChatGPT • Codex • Muse • Claude • Gemini • Canva • CapCut • Higgsfield

Analytics & Growth: Agorapulse • Metricool • Meta Business Suite & Nonprofit Manager • GA4

Web, E-Commerce & Operations: Wix • Printful • Google Workspace • Microsoft 365

CRM, Workflow & Automation: Airtable • Trello • Notion • Zapier • Loom • ManyChat • HubSpot

EDUCATION & SERVICE

Education: B.A. in Comparative Literature, Honors, Binghamton University

Animal Advocacy & Service: Culinary Educator, Flying Pigs Sanctuary | Fundraising & Nonprofit Liaison, Catskill Animal Sanctuary | Fundraising & Nonprofit Liaison, Freedom Farm Animal Rescue | Pro Bono Vocalist for Nonprofit Events