



Michelle Martorell RESUME

Personal Info

✉ michelle@mmartorell.com

📞 585-319-2839

🏠 Rochester, NY

🌐 www.linkedin.com/in/michelle-martorell

💻 mmartorell.com

Strengths

Marketing Direction & Cross-Functional Team Leadership

Budget & ROI Planning

Brand Strategy & Creative Direction

Community Building

Alliance Partnerships

Go-To-Market (GTM) Strategy

Remote Project Leadership, Training & Mentorship

National Event Planning

AI-Enabled Marketing & Creative Workflows

Affiliate Set up & Management

B2B & Enterprise Sales

Strategic Sales focused on Relationship Building

Skills

Advanced Adobe Creative Cloud Expert (Design, Video, Photography, Illustration)

Hands-On Digital & Marketing Technology Fluency (AI Implementation, Web, Social Platforms, Email Marketing, PPC & SEM)

Web design, planning and programming experience
HTML, CSS, Figma, CMS

Content Creation (SM, Video, Influencer & Contractors)

Influencer Courting, Contracts & Management

Sales Strategy, Planning & Presentations (PPT)

Enterprise Sales & Partnerships Director with a foundational background as a Creative Director. Proven track record of driving revenue, cross-continental team management (US/China), and scaling high-value platform partnerships in Northeast, Canada and Latin America.

Professional Experience

MARKETING DIRECTOR - NORTH AMERICA

2022-present

XENCELABS TECHNOLOGIES, INC | Rochester, NY (Remote) | Dual Role

MARKETING AND PARTNER RELATIONS

- Led the strategic planning and execution of integrated MarCom across SMM, SEM, and email campaigns for NA, LATAM & Canada, supporting channel, education (EDU), and sales initiatives.
- Forged and managed strategic Alliance Partnerships with global brands (Adobe Substance, Autodesk, Maxon, Pixar Renderman), developing go-to-market plans and co-branded campaigns that yielded tradeshow collaborations, global reach, and evangelist product adoption.
- Global Team Leadership: Remotely directed cross-functional, cross-continental production and technical teams in China and the US to launch partner-facing web assets. Successfully navigated complex time zones, localized workflows, and cultural nuances to ensure 100% brand alignment and seamless execution of global product launches and OMNI Channel promotions.
- Spearheaded influencer marketing strategy—identifying and onboarding creators, negotiating contracts, driving organic growth through influencer and community-led initiatives supporting contests, giveaways, online challenges, regional event activations and online product demos.
- Led North American experiential events showcasing Xencelabs hardware with partner applications. Coordinated event with partners, vendors, and artist-led demonstrations with full ownership of budgets, logistics, lead generation and content generation for event promotions.
- Collaborated with strategic partners on website presence, promotions, and joint events, developing co-branded content to drive visibility and client engagement.
- Produced high-impact marketing content across video, newsletters, website, and case studies, leveraging AI tools to reduce costs and increase campaign effectiveness.
- Protected global brand reputation using digital and social best practices by auditing overseas English and Spanish across entire online and printed content to mitigate public relations risks.
- Owned and led the Artist Spotlight program end-to-end, sourcing talent, directing content creation, and driving community engagement for the Xencelabs brand.

ENTERPRISE SALES MANAGER

2021-present

XENCELABS TECHNOLOGIES, INC | Rochester, NY (Remote) | Dual Role

Revenue Generation: Closed over \$1.11M in total sales revenue over a 4-year period.

Territory Scaling: Grew annual sales volume by an average of 218% YoY from 2022 to 2025, peaking at nearly \$700K in a single fiscal year.

Pipeline Acceleration: Rapidly transformed a newly acquired territory in 2022 into a top-performing segment by 2025.

STRATEGIC RELATIONSHIP & STEAKHOLDER MANAGEMENT

- Managed full-cycle enterprise account ownership across the Northeast US, Canada, and LATAM, serving both Media & Entertainment and Education sectors.
- Enterprise Stakeholder Management: Served as the primary strategic point of contact for executive stakeholders across top-tier institutions (including RIT and Pratt). Orchestrated end-to-end delivery of high-value assets by managing cross-functional creative teams of writers and designers, directly influencing client retention and account satisfaction.
- Prospected and closed enterprise and EDU accounts, tailoring solutions to client needs and building long-term growth pipelines through strategic consultative selling.
- Led expansion and enablement of distributor and reseller networks across Canada and Latin America, delivering targeted product training, onboarding, and sales support.
- Spearheaded event activations at major tradeshows (GDC, Siggraph, NAB)—overseeing demo artist coordination, live content creation (video/photo), and real-time promotional efforts to drive brand awareness and lead generation.
- Delivered onsite presentations, training sessions, and client-facing engagements to deepen product adoption and strengthen strategic relationships.
- Drove client support insights into product development through client evaluations & feedback.

Key Clients: EDU - RIT, College of Creative Studies, FIT, Sheridan, Humber College, Pratt
M&E - RodeoFX, EA, Sony Imageworks, Pixar Renderman, Netflix, UniversaStudios, Cinesite



Michelle Martorell

SENIOR MANAGER, COMMUNICATIONS DEPARTMENT

2016-2021

EASTMAN SCHOOL OF MUSIC | Rochester, NY

- Led strategy & tactics for creative and content across a wide range of projects including rebranding the schools divisions and their for-profit performance venue revamping their brand, digitizing their marketing efforts, and plan their digital footprint for efficiency and profitability.
- Directed creative, training, and mentoring for junior staff, leading graphic design, print, web, and social media to facilitate effective communication across a matrixed environment of faculty, administration, and students.
- Oversaw the implementation of improvements to the website, including new branding and functionality that ensured mobile-first accessibility and compliance.

KEY HIGHLIGHT: Reduced operating expenses by 50% and outside consultant spend by 85% by building a high-performing in-house creative team and implementing a scalable, repeatable operating model including:

- **Workflow:** Led the implementation of workflow conventions in the department's database to improve retention, retrieval and file sharing within the school's searchable repository of assets and photos.
- **Expense control:** Developed an in-house photo studio, including lighting and equipment to save on freelance photography—reducing by 95% outside costs.
- **Engagement:** Revamped production of e-newsletters/eblasts to facilitate creation & brand consistency.

FOUNDER & SENIOR CREATIVE STRATEGIST

2014-2016

CREATIVE IDEOLOGY | Rochester, NY

- Founded marketing firm specializing in strategic communications, including contract design for web, advertising and consulting to corporations and individuals looking to extend the reach of their marketing departments.
- Selected marketing and creative work portfolio: **creative-ideology.com**

KEY CLIENT HIGHLIGHTS:

- **Wacom Technology:** outside vendor, demonstrated products and services to enterprise-level prospects. Efforts led a \$500K contract with RIT Magic Studios.
- **SEI Design Group:** led a cost-effective brand refresh and project management of the company's website —saving the client thousands of dollars in implementation with savvy use of vendors and industry knowledge.
- **Xencelabs:** Served as consultant to product and marketing managers on the global launch of their product line, including packaging, website & collaterals.

SENIOR CREATIVE DIRECTOR

2006-2014

ARCHER COMMUNICATIONS | Rochester, NY

- Provided creative direction across marketing, advertising, and content development, leading design and web teams and directing TV commercials, photoshoots, and integrated multi-media campaigns across digital, e-commerce, print, and media.
- Managed client relationships end-to-end, from proposals and pitches through execution of multimedia marketing strategies, delivering a highly collaborative client experience.
- Built and led the creative department, hiring and mentoring high-performing teams while overseeing quality, workflow, budgets, vendors, and delivery in a collaborative, high-trust environment.

SELECT CLIENTS: LNB Bank • Hammer Packaging • Trillium • Parlec • Corn Hill Arts Festival • Visit Rochester

INNOVATION HIGHLIGHT: Designed and built a custom CMS that automated complex CNC product catalog management, enabling real-time data edits and seamless export to InDesign for print—eliminating manual errors while saving significant time and production costs.

PRE 2006:

- **Rochester** - Freelance Art Director with Advertising Agencies Roberts Communications, Partners & Napier and Dixon Schwabl
KEY ACCOUNTS: Constellation Brands, Xerox
- **Florida** - Art Direction, Print Management & Graphic Design in ad agencies and large printing companies including JKG Group, iCreatives, Delta Color Graphics KEY ACCOUNTS: Office Depot, Citrix, Tyco, Rexall Sundown

Education

- SUNY, College at Brockport, Bachelor of Science, Marketing & Graphic Design
- Art Institute of Ft. Lauderdale, Associate of Science, Art Direction

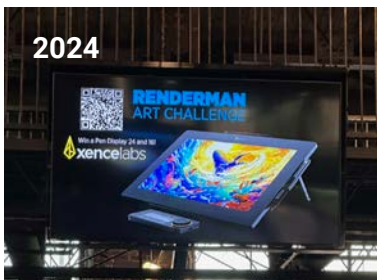
Languages English and Spanish, oral and written (fluent)



Michelle Martorell Selected Work - Partnerships



Supporting our partners at Pixar Renderman with giveaways during Art & Science event and for the Renderman Challenge.



Event Activation Strategy:

Designed and executed experiential event activations, increasing brand visibility and strengthening key industry partnerships over multiple years.



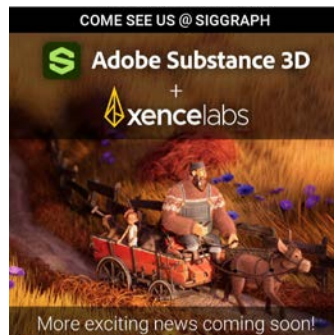
Siggraph 2024 - Pixar Renderman Art & Science Fair with Dylan Sisson from Pixar creator of the Walking Teapot



Supporting Siggraph at the Keynote Event in 2024 with featured partners



Mark Anderson, Director of Brave, presenting at our Anim Revolution booth during Siggraph 2025. Showing how a live animation workflow works.



Siggraph 2025 - Maxon booth presentations (above), Autodesk event in Vancouver (right), Siggraph Anim Revolution partner collaboration booth two years running crating a live animation pipeline using Unreal Engine.



Strategic Partner Relations:

Collaborated with major brands such as Nvidia, Maxon, Autodesk, Adobe Substance, and Jim Henson to drive engagement at GDC and SIGGRAPH.



One Day Isn't Enough

Shop Black Friday All Weekend Long

Get **20% off** your Xencelabs Pen Tablet Medium Bundle, Pen Tablet Medium, and Pen Tablet Small at any of our certified resellers and e-store this weekend only.

All Xencelabs product orders via Xencelabs e-store must be placed before December 10th to ensure arrival by December 24th.

[Shop 20% Off](#)

You, and your experience with Xencelabs matter to us and to ensure you are satisfied with your holiday purchase we are extending returns through February 1, 2022 for any Xencelabs Pen Tablets ordered between November 24 - December 24, 2021.

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We are revealing this email because you opted in via our website.

Xencelabs

YOU ARE INVITED TO

Xencelabs Open House

Vancouver BC

A unique opportunity to try the
New Xencelabs Pen Display 24
May 3rd from 4 PM - 7 PM

PD24 CREATIVE METRO TOUR

Join us!

Join us for a casual, creative social open house hosted by Xencelabs. Discover the benefits, value, and features of our new Pen Display 24.

Meet fellow artists from production studios and art schools; try our products first-hand, and get inspired!

Secure your spot for this informative and creative gathering.

[RSVP Now on Eventbrite](#)

Please feel free to forward this invitation to your friends and colleagues.

*Don't miss this opportunity to experience...
"The New Choice" for studio creatives with Xencelabs!*

The collage features several Xencelabs newsletters and social media posts. At the top, a newsletter titled "Tips and Tricks" with the subtitle "Getting the most out of your Xencelabs products" is shown. Below it, a social media post from "Hello A -" says "I hope this newsletter finds you well, and I hope everyone made it through the holidays safely! The weather in the Northwest started out wet and then turned cold and snowy, and then Mother Nature added a quarter inch of ice on top of all that to make things a bit more interesting." Another newsletter snippet mentions "I would like to say thanks to all of you who purchased our Quick Keys, Pen Tablets, and Pen Display 24 over the holidays. This is much appreciated! For all of those who are new to the Xencelabs family, I'm going to take this newsletter to point out some helpful resources on our website. So, let's dive in ...". A photo of Mike McBride, Director of Customer Care / Global Training, is included with the text "FROM THE DESK OF Mike McBride Director of Customer Care / Global Training". A "Tip 1" section titled "How can I get help or get questions answered about my Xencelabs product?" provides a link to a FAQ page. A "Tip 2" section titled "Do you have FAQs and a Forum on your site?" mentions a "Community forum" and a "FAQ library". A "Tip 3" section titled "Need to Talk to Customer Care?" provides a phone number (+1 (855) 451-1107) and a link to the "Contact Us" page. A "Tip 4" section titled "Is there a way to see previous Tips & Tricks that have been published?" mentions a "Community > Tips & Tricks" link. The bottom of the collage shows a stack of "Tips & Tricks" newsletters and a "Community" page.

Direct Mail Newsletters, E-Blasts, Promotions

Spearheaded end-to-end direct email marketing strategy, driving engagement across newsletters, promotional campaigns, and event announcements. Managed cross-functional creative teams to ensure high-impact visual design while personally overseeing technical execution and deployment in Mailchimp to ensure seamless campaign delivery.



Michelle Martorell Selected Work - Project Management

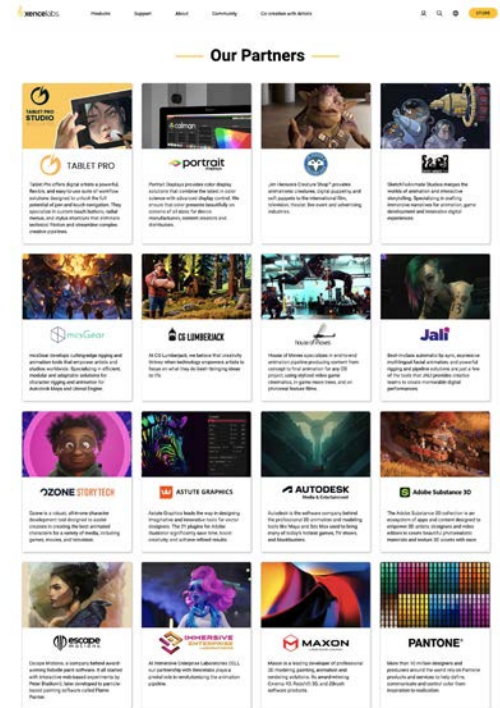


Global Project Management:

Led the development of partner-facing web assets by directing cross-functional teams in China and the US, ensuring technical accuracy and brand alignment.

To see all the partners I have been involved with including partner onboarding, promotions, and event planning check out:

<https://www.xencilabs.com/business/partners>



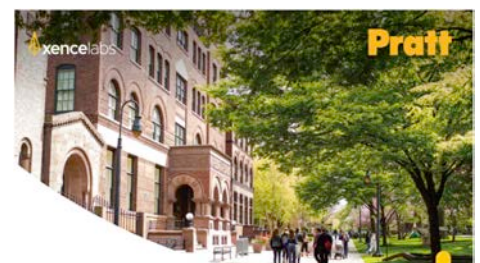
Case Studies: Directed the production of these institutional case studies, serving as the primary point of contact for school stakeholders while managing the writers and designers to ensure timely delivery of high-quality assets.

To see full list of Case Studies please visit:

<https://www.xencilabs.com/community/case-studies>



RIT Draws on Technology to Empower Students and Faculty | Case Study



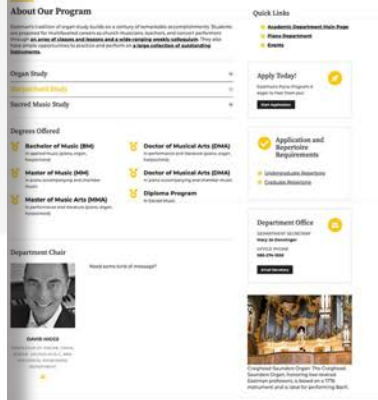
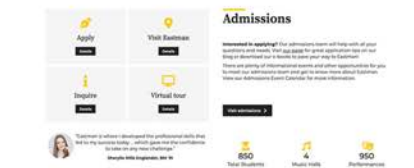
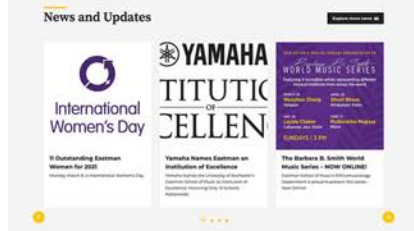
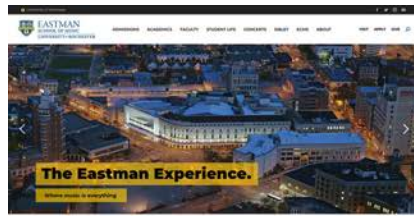
Pratt Institute: Cultivating Creative Fluency Through Technology | Case Study



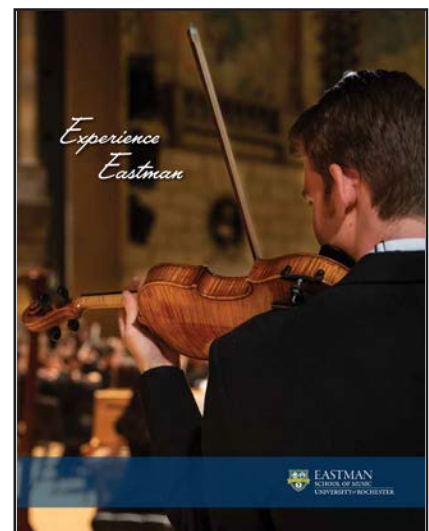
Michelle Martorell Selected Work - Creative Direction

Eastman School of Music

Website redesign, Catalog, Promotions

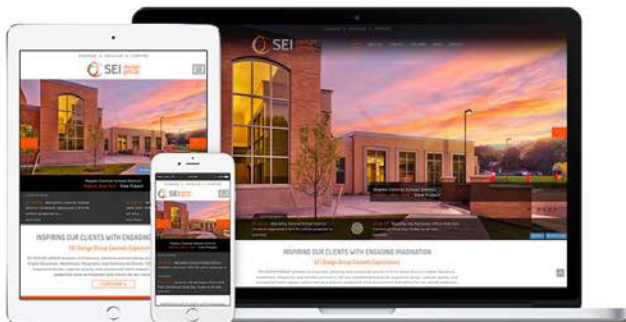


BEAL INSTITUTE
FOR FILM MUSIC AND
CONTEMPORARY MEDIA





Michelle Martorell Selected Work - Web Dev & Branding





Michelle Martorell Selected Work - Advertising



From: Gerri Brownstein
Sent: Wednesday, April 22, 2015 2:40 PM
To: Dennis M. Bacchetta
Subject: FW: 2015 Diamond Packaging - Diamond Luxury Ad (May 2015 issue)

What a beautiful ad, Dennis! congrats!

All the best,

Gerri Brownstein
Publisher

**Package
DESIGN**

3000 10th Street, Suite 100, San Francisco, CA 94103
www.package-design.com | www.afmediagroupinc.com



Michelle Martorell Selected Work - Branding & Graphic Design

