

Kristy Martino

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PROFILE:

Inquisitive problem solver with nearly two decades of experience as a writer, strategist, and relationship builder. Entrepreneurial, marketing, and advocacy background. Led by a drive for equity and justice.

Storyteller. Strategist. Advocate.

EXPERIENCE:

Founder

Peanut Butter Purpose | Kittery, ME | 2021-present

- Peanut Butter Purpose provides strategic coaching and consulting for creatives and organizations looking to launch or sustain profitable and purposeful businesses and artistic practices
- Development and execution of a variety of in-person workshops and digital courses centered on marketing, writing, and business
- Current products/assets include: guide to writing a bio, email marketing 101, bi-monthly newsletter, and e-book in development

Associate Creative Director, Copy

EF Education First Ultimate Break | Boston, MA | 2019-2020

- Managed, mentored, and led creative team of seven to create assets and content for DTC ecommerce site geared towards Millennials and Gen Z
- Crafted strategic campaigns across various platforms and channels, complete with creative briefs, calendar planning, and testing parameters
- Led product wide brand refresh and trained staff on accessible design and equitable representation and communication standards

Senior Campaigns Organizer, U.S. Poverty Campaigns

RESULTS Educational Fund | Washington, D.C. | 2014-2018

- Developed and executed organization-wide campaigns to engage new and existing advocates across the country in taking effective action, impacting dozens of pieces of health, nutrition, and economic opportunity legislation and congressional influence
- Managed and executed “Experts on Poverty” program to lift the voices of people with first-hand experience of poverty, created curriculum to provide training to cohort, focused on storytelling and advocacy
- Organized and trained hundreds of volunteers across the country to commit to deep advocacy on strategic federal anti-poverty legislation, build relationships with Congress, the media, and within their communities

EXPERTISE:

Campaign Strategy

Communications, copywriting

Partnership development

Brand strategy

Community organizing

Research and analysis

Adobe Creative Suite

CMS/CRM web platforms

EDUCATION:

A.A.S., Photography | 2001-2003

Fashion Institute of Technology
Graduated Magna Cum Laude

Creative Writing | 2003-2005

Chester College of New England
Binghamton University

Humanities,

Race and Ethnic Studies | 2016-2018

University of Southern Maine

(125 credits completed cumulatively)

Values: Justice, Compassion, Curiosity, Belief in Others

EXPERIENCE:

Co-Founder, Director of Strategy

Haigh + Martino (HAM) | Portsmouth, NH | 2010-2018

- Founded and led successful branding and design company providing services for a variety of clients including Fortune 500 companies, progressive national nonprofits, and international organizations
- Directed strategic identity and messaging work through copywriting, media and marketing campaigns
- Multiple projects featured in national and international design publications

Field Organizer, Candidate Intercept Trainer (Birddogging)

NH Coalition to Abolish the Death Penalty | NH | 2011-2012

- Organized state-wide issue campaign during the presidential primary season, targeting GOP primary events
- Devised and executed public awareness campaign on death penalty and torture practices on both a state and national level
- Facilitated and led several workshops across New Hampshire, training upwards of 100 people to ask candidates pointed questions in debates
- Organized volunteers to execute e-newsletters, create LTEs, attend primary events, and get candidates on record

Account Executive

PixelMEDIA | Portsmouth, NH | 2009-2010

- Fulfilled \$3 million dollar annual quota as integral part of sales team
- Negotiated with, and managed new healthcare client, Maine Medical Center, within the first six months
- Influenced company culture change with engagement, tolerance and community giving initiatives

Sales and Marketing Director

Flywheel Design | Durham, NC | 2008-2009

- Successfully repositioned the company, doubling our client roster and gaining national attention and recognition
- Supervised concept and copywriting for client websites, blogs and advertising campaigns, while motivating studio team to excel in industry standards
- Designed in-house pro bono initiative to provide progressive nonprofits and organizations with quality marketing and design; clients included Obama 2008 NC campaign, The NC Death Penalty Information Center, Duke Human Rights Center, and more

PRESENTATIONS:

The Swords of Storytelling and Survival

Creative Mornings PKX
Watch my talk here

Discrimination + Policy = Racial Inequality: A Conversation on the Racial Wealth Divide, Tax Policy, and Reparations

SURJ Southern Maine

Learning From the True Experts

RESULTS International Conference
Watch a clip here

Heroes and Villains

Pecha Kucha
Watch my talk here

City of Memphis Presents: Blueprint to Prosperity

Memphis, TN Poverty in America, expert panelist

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