

Waleska Martinez

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Talented, bilingual Marketing and Publicity Professional with over 15 years of experience in the entertainment industry who is highly effective at creating high impact, cross cultural communications. Designer of innovative radio and media strategy that delivers results aligned to business objectives. Earned a reputation for participative leadership style that builds consensus and drives success with agility at managing multiple projects simultaneously. Areas of strength include:

- Communication Strategy ▪ Public Relations ▪ Organization Skills ▪ Promotions ▪ Interpersonal Skills
- Radio & Media Liaison ▪ Press Coordination ▪ Sales Negotiation ▪ Project Management

Experience

INTROMUSIK, Miami, FL

2008-Present

Promotions and Marketing Representative

- Serves as Radio Marketing Representative for the North East United States.
- Negotiates and establishes radio presence for all new releases of different Multinational Top Selling artists.
- Develops radio and media marketing promotions strategies and ensures successful execution.
- Plans and executes key strategic projects that result in revenue growth.
- Drafts press releases and develops media lists that maximize artist exposure.
- Creates proactive press presence that generates excitement and promotes clients.
- Serves as liaison between media and Record Labels.
- Organizes well organized and highly attended press conferences.
- Designs artist tailored press and promotional plans. Oversees media tour visits and ensures all elements run smoothly.
- Collaborates with internal marketing team to develop effective strategies.
- Develops new releases for artists including Romeo Santos' Formula Volume One and has worked with Shakira, Kany Garcia, Camila, Jesse & Joy, Fonseca, Marc Anthony and Victor Manuelle.
- Serves as Press Coordinator for major events including Felix Cabrera, El Concierto de el Amor MSG; Alex Sensation, Megamezcla at MSG; Romeo Santos at MSG, Prudential Center and Nassau Coliseum.

WARNER MUSIC LATINO and EMI LATIN, Miami, FL

2006-2008

Freelance Contractor

- Served as Promotions and Marketing Representative with the Warner Music Latino and EMI Latin record labels.
- Launched multiple albums for popular artists, which included Mana and Ricardo Arjona.
- Coordinated artist promotional tours in the North East Region of the United States.
- Promoted artists to the press, radio and all other media outlets.

UNIVERSAL MUSIC LATINO, Miami, FL

2004-2006

Freelance Publicist

- Created radio and television marketing strategies that resulted in a high penetration of radio play for all assigned clients.
- Coordinated fast paced and high energy artist promotional media tours.
- Facilitated successful press conferences that achieved positive media coverage for all new releases of label artists.
- Partnered with internal marketing team to develop winning strategies for artists including Juanes, Paulina Rubio, David Bisbal, Cristian Castro, Antonio Orozco, Don Dinero and Orishas.

UNIVERSAL MUSIC LATINO, Miami, FL

1998-2004

Sales Representative and Freelance Contractor

- Called on all independently owned Record Stores in the Northeast supplying them with client artists' promotional items, which secured prime positioning of products within retail outlets.

- Managed 14 sales accounts for New York and neighboring states.
- Worked closely with Head of Label Publicist.
- Negotiated price and positioning for all of the label's new releases.
- Prepared press folders for artists and conducted promotional press events and media tours.

Education

Universidad Catolica, Dominican Republic

Two years of Marketing & Communications Coursework

New York University, New York, NY

Music Marketing Certificate

Sports Management Certificate