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EXPERIENCE

NEW WORLDER, www.newworlder.com

Co-Founder

Launch Date: Summer 2015

- New Worlder is co-founded with fellow freelancer [Nicholas Gill](#). Dedicated to travel, culture and culinary beats in the Americas, the site will rely on long form journalism with an emphasis on photography and employ a staff of contributors from around the world. Additionally, the brand will feature an online store showcasing curated Latin American collections for pantry, kitchen and home.

MEETS NYC, www.meetsnyc.com

Founder

December 2013 – Present

- Meets NYC is a travel, food and wine event concept that brings tourism boards, chefs, winemakers and spirits makers together to both entertain and educate a NYC audience on the culinary legacies of destinations around the globe. A multi-day, multi-format salon, Meets NYC was launched in 2014 with Baja Meets NYC; five Baja winemakers and three Baja chefs came to New York City for a four-day program of wine tastings, paired wine dinners, and cocktail parties.
- Coordinates all aspects of events from working with talent and sponsors, to creation of individual events (dinners, wine tastings, cocktail parties, seminars, demonstrations, book signings, and discussions), public relations, marketing, social media campaigns and sponsorship.
- Baja Meets NYC was supported by media partnerships with *The Latin Kitchen* and *Wine Enthusiast*, tourism partnerships with Mexico Tourism, Baja Tourism, and the Cultural Institute of Mexico, as well as general sponsorship from Delta Airlines, Hotel Americano/Grupo Habita, Chef Works, Uber, Marriott, Smartfish, and others.

LATINA MEDIA VENTURES, TheLatinKitchen.com

Founding Editor/Editor-at-Large, The Latin Kitchen

May 2012 – December 2014

- Solely responsible for the overall vision and editorial concepts that make up the TLK site, from pre-launch in May 2012 through launch in August 2012.
- Oversee daily operations and editorial budget of site with a focus on creating engaging content that builds traffic and audience.
- Ideate, collect, research, develop and produce all food, recipe, chef, travel, entertaining and news content for TLK brand. Write, edit, and build articles for the site, produce video content and slideshows, and serve as on-air talent for TLK brand.
- Maintain editorial calendar, repurpose existing content and adapt contributions from external sources, such as food bloggers, chefs, restaurateurs, and news outlets.
- Manage team of 50+ freelance contributors and recipe developers who pitch and contribute to the site on a monthly basis. Oversee Associate Editor and Editorial Interns.
- Attend food-specific events around the world (SOBEWFF, Aspen Classic, NYCWFF, Latin Food Festival) to create relationships within the Latin food space. Travel extensively to Latin countries to research and familiarize with culinary trends as well as to publicize TLK brand.
- Oversee day-to-day programming of social media (Facebook, Twitter, Instagram, Pinterest) to drive traffic to TLK. Track site and social media performance closely, optimizing ways to engage audience and drive traffic to site.
- Identify trending news stories and topics that pertain to food, culinary travel, and entertaining.
- Quickly generate web-centric content such as polls, slideshows and food packages with the intent to engage, retain and grow site audience and brand loyalty.
- Identify and build strategic content partnerships with other websites, brands, bloggers and key influencers in the food space.

- Ensure production service levels, traffic expectations, and date commitments for all strategic and content-related editorial tasks, are consistently met.
- Work with sales & marketing teams to ideate editorial integrations for The Latin Kitchen platform. Integral in creating partnerships with brands such as Campbell's, Whole Food Markets, Moët Hennessey, Kahlua, and others.

FREELANCER

Writer

April 2007 – Present

- Freelance Travel, Food, and Lifestyle Writer.
 - Published print features have appeared in *The New York Times*, *The Wall Street Journal*, *Women's Adventure*, *Boston Globe*, *Miami Herald*, *Newsday*, *Fodors*, *Wallpaper**, and *AirTran's Go*.
 - Published online features have appeared on *Men's Fitness*, *Conde Nast Traveler*, *The Daily Meal*, *Fodors.com*, *TheLatinKitchen.com*, Food Network's *CityEats.com*, *Jetsetter.com*, *National Geographic Traveler's 'Intelligent Travel'*, and *Open Places* websites.
 - Lead contributor to *Fodor's Guide: Los Cabos* (2013), *Fodor's Guide: Puerto Rico* (2012), and *Fodor's Guide: Cancun and Riviera Maya* (2014)
 - Sole writer for *Wallpaper* Mexico City and New York City Guides. (2015)
- Blogger for *The Huffington Post*
- Restaurant Review Column *Examiner.com*, 2009-2012
- Travel Blog: *Marie's World*. An on-the-go, city-by-city account of my travel adventures.

Freelance Media Strategist/Publicist

June 2008 - Present

- Create/write press materials for select HarperCollinsPublishers titles.
- Consultant/event planner for Flying Kites Global, a Newport, RI based non-profit that works to shelter and educate Kenyan orphans.

NEWS CORPORATION, HarperCollinsPublishers

March 1999-October 2005

Senior Publicist, Publicity Manager, Associate Director of Publicity

- Work closely with Director of Publicity to conceptualize, develop and achieve all aspects of major publicity campaigns for books and authors on the HarperCollins list; mentor and supervise junior staff.
- Responsible for hardcover non-fiction and literary fiction titles; create, execute and budget publicity campaigns.
- Coordinate all HarperCollins/William Morrow participation in regional ABA (American Booksellers Association) trade shows; work closely with sales to determine appropriate authors for specific markets; establish relationships with trade show coordinators and facilitate sponsorship within markets for these events.
- Worked to cross-promote with relevant tie-in opportunities, maximizing exposure; notably Joyce Carol Oates' *Blonde* publication with CBS mini-series premiere, L. Jon Wertheim's *Venus Envy* publication at the 2001 U.S. Open and Andy Bellin's *Poker Nation* at the World Series of Poker in Las Vegas.
- Implemented first 'product placement' in literature, with Bill Fitzhugh's *Cross Dressing*; worked on proposal/partnership with Seagrams America
- Created specialized publicity campaigns for film titles; actively promoted synergy with movie studio contacts for book-related tie-ins including Universal's celebration of Hitchcock's centennial, the Killer Films release of *Happiness* and the Miramax release of *Velvet Goldmine*.
- Notable projects include: Scott Spencer's National Book Award Finalist *A Ship Made of Paper*, *New York Times* bestseller Michael Gross' *Genuine Authentic*, *New York Times* bestseller Phillip Margolin's *Ties That Bind* and *Sleeping Beauty*, *New York Times* bestseller Lisa Scottoline's *Killer Smile*, Lily Tuck's National Book Award Winner *The News From Paraguay*, #1 *New York Times* bestseller Janet Evanovich's HarperCollins debut, *Metro Girl*, Kevin Baker's 'Today Show Book Club' Selection *Paradise Alley*, A.M. Homes' *Things You Should Know*, *New York Times* best-seller John Colapinto's *About the Author*.

THE HEARST CORPORATION, Avon Books

September 1996 -February 1999

Publicity Assistant, Associate Publicist, Publicist

- Responsible for all publicity within Avon's romance publishing program; event coordination of Avon involvement in annual RWA (Romance Writers of America) convention including; on and off-site booksignings, dinner reception, entertainment and press parties.
- Generated correspondence with reviewers, feature writers, producers and editors, facilitating placement of titles in both local and national media outlets; arranged television, radio and print interviews

- Wrote press releases and pitch letters, created press kits and promotional materials.
- Prepared media lists, arranged phone interviews, conducted event follow-up for titles.
- Assisted coordination of Avon's first satellite television booksigning tour for Aerosmith's *Walk This Way*.
- Notable projects include Rita Ewing & Crystal McCrary's *Homecourt Advantage*. B.B.King's *Blues All Around Me*, Jackie Mason & Raoul Felder's *Survival Guide to NYC*

EDUCATION

University of Michigan, Ann Arbor
Bachelor of Arts, English/Psychology / May 1996

COMPUTER SKILLS

PC/Mac Literate, Word, Windows, Quark Express, Excel, Lotus Notes, Publicity Pro, Drupal

LANGUAGE

English, Spanish

SOCIAL MEDIA NETWORKS

Facebook

Personal Page: Marie Elena Martinez

Fan Page: Marie's World

Linked In

Twitter / @mariesworlds

Instagram / mariesworld

Pinterest / mariesworld

Digg / mariesworld

Stumble Upon / mariesworld

Google +

*References and writing samples available upon request

**Travel Resume available upon request