



Edecio Martinez

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Objective: Award-winning digital media professional with extensive reporting, writing and editing experience in breaking news situations. Data-driven editor with an eye for the perfect image to tell a story, who is familiar with all facets of content creation, from conception to delivery, and who has a passion for audience engagement.

Experience: **Ziff Davis – Mashable | PC Mag | Geek.com | Ask Men | Extreme Tech | Offers.com** New York, NY

Head of Video 02/2018 - Present

- Executive lead responsible for the editorial needs of digital video across Mashable, PC Mag, Geek.com, Ask Men, Extreme Tech and Offers.com.
- Hired, developed and managed a team of creative producers, editors and freelancers who generate video content across the Ziff Davis tech and commerce portfolio.
- Work with business and audience development teams from every brand to grow video views on Google, Facebook, Instagram, Twitter, Snapchat and OTT platforms and increase ad revenue.
- Developed an editorial and branded video strategy designed to grow audience, traffic and engagement across the portfolio, achieving Mashable's largest video audience growth on YouTube for May 2018.

Condé Nast Entertainment – Condé Nast Traveler | Architectural Digest New York, NY

Executive Producer 06/2017 - 02/2018

- Hired, developed and managed digital video team for Condé Nast Traveler and Architectural Digest.
- Greatly increased audience engagement by all measurements (page views, uniques, video views, time on site) by branching out into new content areas for both brands.
- Hired and directed freelance filmmakers and producers for feature videos, including city guides and food tours for the top hotels and restaurants from around the world.
- Worked with top-tier talent, including Robert Downey Jr., Terry Crews, Nikolaj Coster-Waldau, on videos.
- More than quadrupled referrals from Facebook and web syndication for both brands by growing page's audience and by implementing new audience engagement tactics.
- Achieved Condé Nast Traveler's largest video audience growth industry wide for the month of July 2017.

Upworthy, Cloud Tiger Media Inc. – upworthy.com New York, NY

Visual Director 06/2016 - 05/2017

- Lead on visual storytelling voice, style and strategy across multiple platforms and social networks.
- Manage producers and work closely with the editorial team to elevate brand's storytelling – both on everyday articles, social posts and longform features.
- Manage freelance and licensing program for journalists and content providers, working under tight deadlines to deliver accurate and visually engaging articles with superior packaging.
- Leader in developing marquee projects designed to redefine Upworthy's storytelling, including producing and editing 360/VR-ready video, graphics and other interactive elements.
- Launched and manage a photodesk team, which serves across all departments and provides assets for marketing initiatives, sponsored content and video production. Created a content management system for existing assets, detailing usage and restrictions for future publishing and company-wide use.

The Weather Company, An IBM Business – weather.com New York, NY

Senior Editor, Visual Storytelling and Innovation 02/2016 - 06/2016

- Manage a team who write, edit and produce story, slideshow and video content for weather.com.
- Manage freelance designers and developers who produce standalone websites and applications for feature reporting and documentaries using Wordpress, Drupal and VR.
- Hire and direct photojournalists, video producers and reporters on the ground during breaking news events.
- Produce and direct original high-definition 360 video using the latest rigs and formats optimized for Facebook, YouTube and other high-end virtual reality services.
- Work under tight deadlines to deliver, research and report accurate and shareable stories.

The Weather Company, LLC – weather.com

New York, NY

Senior Editor, Photography and Design

02/2014 - 02/2016

- Manage a team who write, edit and produce story, slideshow and video content for weather.com.
- Design and produce standalone websites for documentaries and other feature reporting using Wordpress, Drupal and Atavist.
- Hire and direct photographers on the ground during breaking news events and manage licensing for original and stock photography on the web. Work under tight deadlines to deliver accurate, engaging stories with superior packaging, featuring video, graphics and other interactive elements.

Photo Editor

01/2013 - 02/2014

- Wrote, edited and produced content covering weather events and weather-related topics.
- Produced stories and slideshows that were consistently among the most popular on weather.com, including the site’s most popular asset of 2013.
- Booked and produced the short form documentary series “Brink” and “Destination: Uncharted.”
- Published promotional photo book featuring licensed images showcased on weather.com.
- Mastered company’s proprietary content management systems and developed applications and macros to increase productivity sitewide.
- Secured the rights to images and videos that were featured on The Weather Channel.

CBS Interactive – CBSNews.com

New York, NY

Photo Editor

07/2012 - 01/2013

- Reported, wrote and edited content for the U.S., world, science, technology and viral news sections of CBSNews.com.
- Managed a number of high-impact, site wide promotional modules, successfully increasing audience engagement.
- Utilized social media as a research tool, successfully gleaning information on people involved in breaking news stories.
- Researched and produced interactive elements, photo galleries and features.
- Monitored news feeds, trends and other sources for the latest stories, video and images.

Associate Producer, Crimesider.com

07/2009 - 07/2012

- Reported, wrote and edited content covering breaking crime news.
- Shot, produced and edited the web documentary “Unlocking a Future” for 48 Hours Mystery, which involved shooting in multiple New York State Prisons.
- Produced extremely popular slideshows and stories, including photo galleries of Casey Anthony and Joran van der Sloot that featured exclusive photos.
- Mastered company’s two proprietary content management systems.
- Produced stories and slideshows that were featured on CBS Evening News with Scott Pelley.

CBS News – 48 Hours | Mystery

New York, NY

Production Secretary, Page Program

01/2009 - 07/2009

- Content researcher of potential stories that meet production guidelines for the primetime newsmagazine.
- Pitched treatment that progressed through production titled “Diary of a Show Girl” which aired on Nov. 21, 2009.

Education:

General Assembly, New York, NY

Front-End Web Development, Data Management

Graduated 2014

William Paterson University, Wayne, NJ

Bachelor of Arts Degree, Communications & Art History

University Academic Scholarship, Dean's List

Graduated 2009

Software Application & Training: HTML, CSS, Javascript, jQuery, Lexis-Nexis, Adobe Creative Suite (Photoshop), Photo Mechanic, Facebook Instant Article Development, Adobe Omniture, Google Analytics, Taboola, Visual Revenue, AppleScript, Search Engine Optimization (SEO), Final Cut Pro, Avid, Xcode, Microsoft Office Suite, Google Drive Suite

Content Management Systems (CMS): Drupal, Wordpress, Atavist, Tumblr, Spinner, Percussion

Languages: English and Spanish

*Awards
& Activities:*

- 2019 Digiday Video Awards, Judge
- 2016 National Headliner Award, Online Photo Galleries, "What They Couldn't Leave Behind"
- 2016 Webby Award, Honoree, Best Individual Editorial Experience, "Katrina 10"
- 2016 AVA Digital Award, Platinum Winner, "Climate 25" & "Epic Earth"
- 2015 New Orleans Press Club Award of Excellence, Digital Media, "Katrina 10"
- 2015 Atlanta Press Club Award of Excellence, Best Photo Gallery, "What They Couldn't Leave Behind"
- 2014 EPPY Award, Best Investigative Feature, "Big Oil, Bad Air"
- 2012 Edward R. Murrow Award, Best Broadcast News Site, CBSNews.com

Achieved Condé Nast Traveler's largest video audience growth industry wide for the month of July 2017 by 844%, according to [The Association of Magazine Media](#).

[Okla. Tornado Chase](#), Facebook 360 video featured in VR exhibit at the Newseum in Washington DC, October 2016.

Reporting featured on The Huffington Post and NBC News. Video game reviews published on CNET, Gamespot and CBSNews.com. Earned Eagle Scout rank by the Boy Scouts of America in 2001.

References:

- Amy O'Leary** - amyoleary@gmail.com - Chief Story Officer, Editorial Director at Upworthy | GOOD. Previously worked for The New York Times and author of the newspaper's 2011 Innovation Report.
- Mark Larkin** - mark.larkin@cbsinteractive.com - Sr. VP/General Manager at CNET | CBS Interactive, Inc.
- Neil Katz** - neil.katz@weather.com - SVP Global Content, Editor in Chief at The Weather Channel | IBM.
- Jessica Coen** - jessica@mashable.com - SVP Content, Editor in Chief at Mashable | Ziff Davis