

# QUINN GARRETT MARTIN

## SUMMARY

Creative Director, marketing leader, and digital culture expert with a proven track record in crafting immersive experiences across film, TV, gaming, tech, sports, music, and digital creators. Expertise in creative strategy, content marketing, and campaign management, leading innovative projects that amplify cultural relevance. Utilizes data, insights, and business objectives to inform decision-making and shape campaigns at their foundations. Committed to bespoke, authentic, and human-first storytelling as fundamental pillars of strategic success. Consulted and collaborated with brands like Apple, Honda, Amazon, Adobe, FlyQuest, 100Thieves, NZXT, State Farm, One/Size, Warner Brothers, AMP, American Eagle, Intel, Mr. Beast, and Riot Games.

## PORTFOLIO

- [quinngm.com](http://quinngm.com)

## EXPERIENCE

### Creative Director, Content

*Twitch | Los Angeles Metropolitan Area | June 2021 - Current*

- Creative and Development Lead across Twitch's Content org. Building memorable experiences with streamers, brands, and creative partners that galvanize culture.
- Managed creative campaigns across social, network branding, live events, digital, paid media, and broadcast, driving cohesive brand messaging and audience reach. Marketing and brand lead for Twitch Rivals, Twitch Streamer Originals, Twitch Sports, Brand Partnerships, and Twitch Music.
- Built strategic programs and systems to scale marketing, creative/design ops, and GTM planning, improving operational efficiency.
- Led development of internal and external pitches for brand partners, agents, managers, and talent.
- Directed non-live video and marketing strategies across multiple channels.

### Filmmaker / Creative Consultant

*quinngm | Los Angeles Metropolitan Area | May 2020 - Current*

- Building more imaginative, collaborative, and inclusive creative development models at the heart of culture, with various brands, production companies, music labels, and networks.
- Developed and executed connected campaigns across mediums and media buys.
- Consulted on various aspects of creative, strategic, and production materials including concept design, pitch materials, crew building, casting, marketing strategy, budget management, and future planning.

### Producer

*TBWA\Media Arts Lab (Apple) | Greater Los Angeles Area | July 2017 - August 2021*

- Partnered with renowned industry names like Oprah, Billie Eilish, Spike Jonze to execute imaginative studio and field shooting.
- Led production of Apple Original Content Series for YouTube and Apple social.
- Directed content creation, coordinated creative development processes, and executed promotional campaigns for future titles on Apple TV+.
- Initiated Apple TV+'s debut along with its social presence during the 2019 Keynote.
- Lead Producer of Apple Music notes/new release content production.

## CONTACT

📞 8584445517

✉ [quinngarrettmartin@gmail.com](mailto:quinngarrettmartin@gmail.com)

📍 Los Angeles, United States of America 90027

## SKILLS

- Creative Direction
- Campaign management
- Brand collaboration
- Content marketing
- Production management
- Script development
- Talent relations
- Social Media management
- Team leadership
- Pitching and presentation
- Trend analysis
- Artist development

## EDUCATION

### Bachelor of Fine Arts (BFA)

Film

San Francisco Art Institute, San Francisco

### HS Degree

Theatre / Film Dual Major

Los Angeles County High School For The Arts, Los Angeles, CA

- Co-founded cross-disciplinary Culture Team to curate and moderate speakers.
- Developed production strategies alongside Creative and Executive Teams on incoming briefs.
- Oversaw the creation of ballparks, incorporating POs and calendars.
- Managed sets and creatively problem-solved to maintain creative quality with large and small client requests.
- Owned production vendor relationships and hired top-tier freelance crews.
- Worked closely with editors, VFX artists, and sound designers in post-production to finish and deliver content.
- Localized, re-edited, and delivered market-specific spots for 32+ global markets.

### **Video Producer**

*Riot Games | Greater Los Angeles Area | September 2016 - September 2017*

- Developed content ideas and partnerships with creators, directors, animators, and production companies, both endemic and non-endemic.
- Oversaw creation of special segments, documentaries, and social media projects.
- Directed video campaign for 2017 College League of Legends Championship, creating promos, teasers, player interviews and social media features in collaboration with Big Ten Network and ESPN.
- Led a piloted lifestyle documentary series about gaming on college campuses.
- Assisted with technical production expertise in camera, lighting, and other equipment rentals and procurement.
- Organized and helped run host and talent casting calls.
- Segment producer for the final season of an online community variety show, All Chat.

### **Freelance Producer/ Director**

*Cyclorama Productions | Greater Los Angeles Area | June 2011 - October 2016*

- Founded a production company and directed/produced over 40 large and small-scale film and commercial productions, with awards and festival exhibitions including the Los Angeles Film Festival, Santa Monica Film Festival, Austin Film Festival, San Francisco Film Festival, and PAH Nation Film Festival.

### **Director Of Photography / Camera Operator**

*Riot Games | Greater Los Angeles Area | May 2015 - September 2016*

- Worked closely with producers to develop looks and visual strategies for in-studio and on-location features, promos, teasers, SOTs, and interviews for the 2 million+ subscriber YouTube channel and weekly broadcast.

### **Intern**

*American Zoetrope | San Francisco Bay Area | March 2014 - April 2015*

- Assisted Coppola executive James Mocowski.
- Worked on the remaster release of Francis Ford Coppola's Cotton Club.
- Worked to screen, log, and edit a rare jazz collection into the Coppola Archive.