



STEPHANIA (TEFF) MARTINEZ

CONTENT DIRECTOR | STRATEGIC LEADER | CREATIVE

Results and quality-driven content director, creative, and audio engineer with strong leadership experience in developing highly effective creative teams and workflows. Dedicated self-starter with a commitment to drive growth and innovation.

CONTACT

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SKILLS

- Project & Product Management
- Product Design
- Branding Development
- Content Strategy
- Leadership
- Building Effective Creative Teams
- Creative Concepting & Development
- Production & Post-Production Workflows
- Creative Direction
- Marketing
- Cross-Functional Team Collaboration
- Creative AI Tools
- Video Production Workflows
- Graphic Design
- Audio Post-Production & Sound Design
- Location & Production Sound
- Music Composition & Songwriting
- Broadcast Workflows
- Photography
- Avid Pro Tools
- Adobe Creative Suite
- Bilingual - Fluent in English & Spanish

AWARDS & ACCOMPLISHMENTS

- Grammy & Latin Grammy Nominations - '09 & '14
- JLSC Grand Prize Winner - '18 & '19
- Recording Engineer - "Despicable Me 2" - '13
- Singer-songwriter on Disney's D&I Video - '14
- ESPN Standing O Award for original composition "Symphony" - '14

EXPERIENCE

DIRECTOR OF CONTENT

PEAR Health Labs (Formerly Aaptiv) | March 2021-Present

- Build & scale highly effective talent & production teams
- Oversee all in-app fitness & wellness content workflows
- Developed the Mobility category to set us apart in the Medicare space
- Collaborated creatively in Aaptiv's latest branding refresh
- Scaled our monthly content output by +300%
- Key player in Aaptiv getting acquired by Pear Health Labs
- Achieved a 15% improvement in content performance & consumption

SR. PRODUCT MANAGER

GPU Audio | February 2022-Present (Contract)

- Lead the development of B2B audio post-production products
- Manage cross-functional teams & stakeholder communication
- Design product UX concepts & functionalities
- Perform user surveys & interviews to gather data that drives our product development & design choices

SOCIAL & GROWTH

Indaband | March 2023-Present (Freelance)

- Oversee creative & branding efforts for growth & community
- Manage social & marketing campaigns
- Plan & execute in-app events & challenges
- Collaborate with influencers to create meaningful partnerships
- Contributed to growth from about 200 to 70,000 active users

LEAD AUDIO ENGINEER

Chewy | February 2018-March 2021

- Led all audio initiatives for social, marketing, and internal content
- Built efficient audio production & post-production workflows
- Composed 5 national broadcast spots
- Contributed to Chewy's efforts in getting listed on the NYSE
- Built & maintained audio media libraries
- Supported the C-Suite on numerous investor calls & events
- Established & developed Chewy's sonic branding

EDUCATION

UNIVERSITY OF MIAMI

Frost School of Music, 2013

Graduated with a Bachelor of Science

Major: Music Engineering & Technology

Minors: Electrical Engineering and Contemporary Songwriting