

Spencer Martin

EXPERIENCE

EXPERIENTIAL BRAND EVENT PRODUCER

Freelance / May 2015 - Present

- Concepted, strategized, and produced event campaigns for Target, Peloton, Delta, FILA, Absolut, AT&T, Brooks, Amazon, Hulu, et al.
- Campaigns include: pop-up stores, launch events, brand awareness tours, conferences, festivals, press events, executive leadership meetings, interviews, and retreats.
- Led project management including timelines (2 weeks to 6 months), budgets (\$30k to \$2 Mil), 30+ vendors, venues, sourcing, fabrication, permits, and venue sourcing.
- Led teams of designers, clients, creatives, account managers, and producers.
- Trained mostly at MKG Productions, Exp. Agency of the Year and Superfly Productions, a Fast Company Most Innovative Company.

CO-FOUNDER

Clew / August 2020 - August 2023

- Led zero to one creation of consumer food waste startup.
- Concepted and co-built brand identity, mission, values, and customer segmentation through user interviews, surveys, design, and research.
- Fundraised and managed \$449,701, \$189,701 in cash and \$260,000 in equity in lieu of services for research and development.
- Scouted, interviewed, and partnered with engineering and industrial design studios to build three proof-of-concept hardware prototypes.
- Managed product development of first of its kind technology to upcycle home food waste before passing to seasoned product advisor.
- Graduated from LA CleanTech Incubator and Washington Technology Industry Association Accelerator.

SENIOR PROJECT MANAGER

FoodBytes! by Rabobank / Oct 2019 - June 2020 (COVID)

- Produced a 50 person demo day in old CBS recording studio and pre-produced 400 person happy hour (cancelled day before due to COVID)
- Concepted and began pre-production on a seven city North American scouting tour and a 600 person, 3-day conference and pitch competition.
- Led program for startups ecosystem by bulk purchasing their products and shipping directly to five food banks around the country.

DIRECTOR OF PARTNERSHIPS & EVENTS

AgTech X / Jan 2019 - June 2019 (Acquired)

- Produced The AgLanta Conference, a 2 day, 350 person summit, in partnership with The Office of Urban Agriculture for the City of Atlanta.
- Sourced 17 venues to tour (i.e. Delta, Mercedes Stadium, KSU, ATL Harvest) via 5 tour tracks, all including transportation and catering.
- Managed and closed 20 sponsorship relationships and deliverables and all venues, tours, design, layouts, partnerships, catering, housing, travel, and tech for this event.
- Budget was under \$100,000, netting about \$40,000 in profit.

CONTACT

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BASED IN SEATTLE, WA

[EVENT PORTFOLIO](#) // [LINKEDIN](#)

EDUCATION

Bachelor of Science

MARKETING + MANAGEMENT
University of South Carolina

Permaculture Design Certificate

RANCHO MASTATAL, Costa Rica

INTERESTS

CO-LIVING
PERMACULTURE DESIGN
COMPOSTING, WORMS
TECHNO
WASTE MANAGEMENT
LGBTQ+ RIGHTS
EVENT UX AND DESIGN
SOUTHERN COOKING
PHILOSOPHY

REFERENCES

Lindsay Vick

VP of Marketing, PVcase
Past Director of Marketing, FILA USA
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Thad Somoza

VP Production, Matte Projects
Past SVP, Production, Superfly
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Leah Stark

Sr. Experiential Lead, Target
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Past Urban Agriculture Director, City of Atlanta
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