



ISABELLA MARTINEZ

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WORK EXPERIENCE

Spire Motorsports

Content Manager | November 2024 - December 2025

Senior Content Manager | January 2026 - Present

- Manage a team of content creators and funnel content needs for the organization and its' partners to them, while providing all assets and information they may need.
- Ideate and execute content ideas to fulfill and exceed sponsor deliverables.
- Organize a content calendar and manage day-to-day operations to ensure content is planned and executed in a timely manner.
- On-the-ground management at races to capture content around competition and Spire Motorsports's events from partner dinners to on and off-track activations.
- Manage relationships with partners and influencers to find unique ways to showcase the partnerships and team.
- Keep a pulse on social trends and use social metrics to ensure the team's content drives engagement on all platforms.

NASCAR | Associate Producer, Driver Services

July 2023 - July 2024

- Provided over a dozen drivers with resources and strategy to grow their individual brands including content ideation and development for their channels, hiring and managing freelance content creators over race weekends and special events, as well as editing content.
- Facilitated and organized productions with drivers and ideated ways to incorporate them into unique content on NASCAR channels.
- Managed a dozen freelance content creators over race weekends and special events incorporating the needs of other teams, exceeding NASCAR and driver content expectations, and provided social content for all groups to use on their personal channels.
- Edited 10+ social videos for NASCAR talent to promote NASCAR and driver-based content.
- Executed photography and production for many NASCAR and driver events for internal use and NASCAR social channels, including COTA Women's Event and NASCAR G56.
- Built effective relationships across and within the NASCAR organization and driver teams, leveraging them to deliver and execute strong content projects.
- Assisted with influencer content with on-the-ground execution and finding new ways to integrate them into the sport.

GCSU Athletics | Director of Media

September 2021 - December 2022

- Filmed and edited 10+ videos for all GCSU athletic teams per season to promote game days.
- Organized and planned content calendar for Instagram, Twitter, and TikTok accounts.
- Designed graphics to be used for promotional signage around the university campus.

EDUCATION

Georgia College & State University — December 2022

B.A. Mass Communication; B.S. Psychology, Minor Rhetoric; *Honors - cum laude*

Volunteer positions: Vice President of Alpha Gamma Delta, Greater Milledgeville Younglife Leader

SKILLS

- Spanish — Bilingual Proficiency
- Videography
- Photography
- Adobe Studio
 - Photoshop, Premiere Pro, Audition, After Effects, Lightroom
- Public Speaking

References available upon request.