

MARTÍN BURCIAGA

CONTACT

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EDUCATION

Bachelor of Fine Arts Degree

Visual Communications

International Academy of
Design & Technology

Graduated in 2011

Film/Video & Photography

Columbia College
Chicago

Attended 2005-2007

Intern

Communications & Media

Illinois College of Optometry
Completed in 2011

Fellow

CLCF Leadership Academy

Chicago Latino Caucus Fndn.
Graduated in 2022

LANGUAGES

- English
- Spanish

SKILLS

- Communications
- Leadership/Management
- Process & Program Design
- Training & Development
- Project Management
- Events & Presentations
- Budgets & Scheduling
- Data/Performance Metrics
- Branding/Marketing
- Website/Intranet
- Social Media
- Graphic Design
- Photography/Videography
- Print Production/Bindery

SOFTWARE / CONTENT MANAGEMENT

- Adobe Creative Cloud (InDesign, Illustrator, Photoshop, Premier/Rush, Lightroom, Express, Acrobat)
- Microsoft 365 (Word, Excel, PowerPoint, Outlook, Teams, SharePoint, One Drive)
- Drupal and Adobe AEM Web Content Management
- Oracle / Hyperion / Taleo / Jazz HR
- Mailchimp / GovDelivery
- Print Shop Pro MIS
- Quark XPress

EXPERIENCE

February 2023 - Present | Illinois Secretary of State

Creative + Digital Communications Director

- As a leader in the executive office, I led the modernization of communications, creative, and digital strategies and policies—including media relations, crisis response, and community engagement—enhancing operational efficiency and fostering talent development at Illinois' largest constitutional office.
- Manage a multidisciplinary team of content creators and writers responsible for internal and external communications across web platforms, social media, press releases, newsletters, email, print production, training, and presentations, ensuring all content aligns with established branding.
- Direct the development of relevant, inclusive, and accessible content through writing, graphic design, video, photography, marketing, and print, while providing hands-on expertise.
- Oversaw the redesign of office websites, intranet, forms, and publications, improving usability and accessibility in compliance with state and federal guidelines.
- Organize and lead events and press conferences, coordinating with local and national media outlets, organizations, government agencies, and officials to ensure alignment with brand, goals, and objectives, and enhance awareness and participation.

June 2013 - February 2023 | Cook County Government

Graphic Design Specialist, Communications + Print Shop

- Developed visual concepts and design solutions across various platforms for all County offices, including those under the County Board President, Commissioners, the 10 independently elected offices, Cook County Health and the Forest Preserves.
- Provided creative direction for high-profile county campaigns, including the '2020 Census' and 'Project Rainbow.' Crafting logos, brand guides, toolkits, and marketing materials for the web, mobile apps, billboards, and train wraps. Additionally, I served as the design mentor for the new Cook County Flag.
- Collaborated closely with department heads and project managers to comprehend project objectives, delivering designs meeting stakeholder needs and deadlines while managing multiple projects concurrently, prioritizing tasks and resources for timely completion and client satisfaction.
- Spearheaded the setup and implementation of the Design & Print MIS Portal, operated large-format, high-volume/speed print and bindery equipment, conducted routine maintenance, and maintained meticulous inventory, supply organization and digital asset management while assigned to the in-house print shop.

August 2007 - June 2013 | Target Corporation

Team Leader, Operations and Performance Management

- Led turnaround efforts for underperforming teams, designing and implementing process improvements and resources to optimize workflows and drive sustained performance gains.
- Designed and executed training for various departments, mentoring teams and individual leaders on best practices, fostering a culture of continuous improvement that sustained success and delivered measurable results.
- Led a team that conducted training, presentations, managing budgets, scheduling and resource allocation, ensuring alignment with operational goals while enhancing team efficiency.
- Cultivated strong relationships with department heads, using clear and concise communication to address operational challenges, align resources, and drive collaborative solutions.