

MARTÍN BURCIAGA

Leader in Creative, Marketing, and Communications with 10+ years of experience across government and complex organizations, directing enterprise strategy and multidisciplinary teams while producing professional-quality multimedia content for campaigns, media relations, and public engagement. Proven ability to build and scale integrated digital and traditional communication ecosystems that enhance audience reach, engagement, and brand consistency.

CONTACT

Email:
marantbur@gmail.com

Phone:
(773) 999-4979

Portfolio/Website:
martinburciaga.com

 /martinburciaga

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

- Marketing & Communications
- Brand Development & Creative Direction
- Content Creation (Professional Design, Video + Photography)
- Digital Platform Strategy (Social Media + Web)
- Media Relations & Public Engagement
- Data, Analytics & Performance Optimization
- Campaign & Project Leadership (Events, Presentations)
- Budget & Resource Management

SOFTWARE / CONTENT MANAGEMENT

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

EXPERIENCE

January 2026 – Present | Cook County Public Defender

Lead Digital Communications Specialist

- Lead digital and creative strategy across social media and web, strengthening engagement, transparency and brand presence.
- Produce content and oversee platform operations; driving data-informed audience growth and performance.
- Advise senior leadership and execute integrated campaigns supporting media relations, public outreach and stakeholder communications.
- Optimize website accessibility, UX and performance while maintaining hands-on content and analytics leadership.

February 2023 – January 2026 | Illinois Secretary of State

Director of Digital, Creative & Print

- Directed enterprise marketing and communications strategy, elevating brand visibility and public engagement.
- Managed team overseeing internal and external communications across digital, print, and events, creating inclusive, accessible content creation across writing, design, video, photography, and marketing while ensuring brand and style consistency.
- Oversaw social media strategy and major website and publication redesigns, improving usability and accessibility compliance.
- Managed media relations, crisis communications and high-profile events across government and community stakeholders.

June 2013 – February 2023 | Cook County Government

Graphic Design Specialist - Communications

- Directed creative strategy and execution across all county offices including the Board President, 17 Commissioners, 10 independently elected offices, Cook County Health, and the Forest Preserves, supporting a countywide communications network by aligning strategy, messaging, and execution of marketing and public information initiatives.
- Led high-visibility initiatives such as the 2020 Census, Project Rainbow, and Cook County flag redesign, overseeing county branding, publications, and campaigns supported by graphic design, video, and photography.
- Transitioned from traditional print production leadership into digital communications and multi-channel marketing, expanding modern content creation and delivery across platforms and teams.

August 2007 – June 2013 | Target Corporation

Team Leader, Operations and Performance Management

- Served as communications and marketing liaison between corporate headquarters and local market, leading local activation of national campaigns through localized messaging and in-store execution that strengthened brand consistency and customer engagement.
- Oversaw operations and guest experience for a \$100M+ store, leading 200+ team members while driving performance and customer experience outcomes through operational optimization initiatives, including development of tools, resources, and process improvements that increased efficiency and team capability.