

MARTÍN ACUÑA

DIGITAL STRATEGIST,
SOCIAL MEDIA
& CONTENT MANAGER
PORTFOLIO

2023



GET TO KNOW ME

Martín Acuña is a Colombian performing artist and communications professional that found - in podcasting as well as digital strategy, and social media & content management and creation - a way to develop his craft and share it with the world.

Ultimately, he strives to help people feel emotions beyond their skin through stories developed and conveyed across numerous mediums, including podcasts, social media, film, and live theatre.

His first love will always be the art of Musical Theatre, where he found a professional community that pushes the boundaries of creative exploration and allows him to channel his greatest strengths and passions.

His ultimate dream? To work on Broadway.

Whether on-stage or off, he wants to cultivate entertainment for families and aspiring thespians, in the same way he was inspired when he saw his first Broadway show back in 2008.

Content and Social Media Management turned out to be his second love, under the premise of always telling a story. This reflects in his work as a podcast and social media content creator.

He defines himself as a Disney Hero on a quest.

FIND MARTÍN ON:



<https://www.instagram.com/themartinacuna/>



<https://twitter.com/TheMartinAcuna>



<https://www.linkedin.com/in/themartinacuna/>

PROJECTS

BACKSTAGE TALK PODCAST

Created and Hosted by Martín in February 2020, Backstage Talk Podcast is the only current Latin Podcast about Musical Theatre and Broadway, presented in both English and Spanish with more than 100 episodes aired.

Since joining the Broadway Podcast Network, Backstage Talk receives an average of 1,200 monthly downloads from audiences that span the United States, Europe, and Latin America. It is the first and only multilingual podcast on the network.

The show has featured renowned Entertainment and Broadway professionals, including:

- **Jaime Lozano** - Musical Theatre Composer and Orchestrator
- **Sergio Trujillo** - Tony & Olivier-Award Winning Choreographer
- **Sharon Fallon** - Broadway Producer and General Manager
- **Ilda Mason** - Broadway/Film/TV Actress and Dancer

Martín has been in charged for all the production efforts including scheduling, recording, post-production and social media, press and marketing.



BACKSTAGE TALK PODCAST

Backstage Talk's brand development and brand identity were created in its entirety by Martín.

Logo



Color Palette

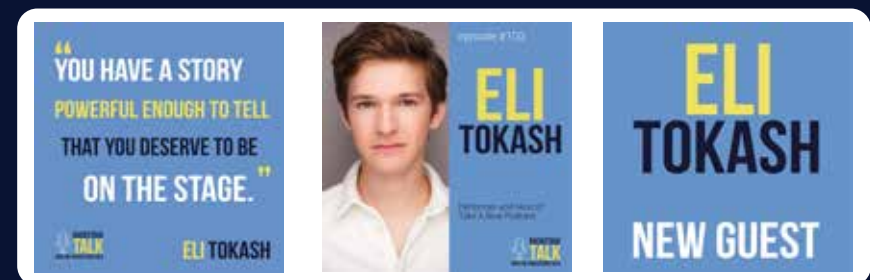
Oxford Blue	Little Boy Blue	Lemon Yellow	White
000F37	62A2E7	FFF348	FFFFFF

Fonts

BEBAS NEUE BOLD

Roboto Light

Graphic design pieces for the social media strategy are created in a trifecta: guest presentation - episode release graphic - quote from the episode.



BLACK HEART

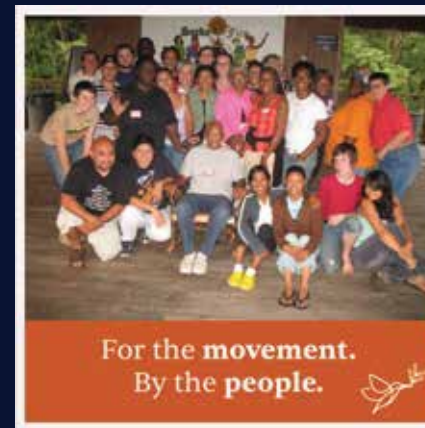
Black Heart is full-service worker-owned cooperative agency specializing in digital events, XR productions, social media strategy, video production, and more.

Black Heart is proud to center Black stories and creators.



Martín started collaborating with Black Heart in May 2022 on the Kolibri Foundation Project as their Social Media and Content Manager.

With the team, they developed and deployed the Foundation's Communication Strategy, covering their website, organizational tone and voice, and social media presence understanding their mission, vision, and what they want to put out to the world.



As a part of the communications strategy, Martín developed a content strategy for social media platforms like Instagram, Twitter, Facebook and LinkedIn; he also helped with press releases and newsletters. All of the communication efforts were launched from scratch.

"Martín has come to every project with a level of passion, eagerness, and desire to excel that I have not seen before. He has a strategic mind that spans the media landscape and the ability to learn quickly while implementing excellent work."

- Nick Leavens
CEO

BLACK HEART - KOLIBRI FOUNDATION PROJECT

With a color palette, fonts, and logo previously developed and provided by the Foundation, and as part of the content strategy, Martín wrote and designed the following posts for their posterior publication on social media platforms.



ACHIEVEMENTS:

- 130 original posts created and published.
- 13-month content calendar research, brainstorming, and creation.

BLACK HEART - OF THE COMICS PROJECT



Of the Comics founder Pat Treuer hired Black Heart to do a 6-week assessment and create a strategy deck for their whole digital and communications ecosystem.

Martín was part of a team that brainstormed and wrote a holistic strategy that covered brand identity, audience benchmark, social media, website, SEO, and a monetization pathway for the company.

BLACK HEART - OYA BLACK ARTS PROJECT

OYA Black Arts Coalition wanted to do a virtual Networking Event for their Scale Up Immersive Program cohort so in March 2023 they looped Black Heart to produce the project. The Black Heart team worked on finding the perfect virtual interactive platform, do attendee reachout and booking, and host the event.

With Tahji Wright, Martín combed through a data base and started a reach out campaign to have the finest minds in the XR industry attending the event.



OUTCOMES ROCKET

Martín has been part of the Smooth Podcasting (now Outcomes Rocket) team since February 2021, and since has escalated from part-time Writer to full-time Content Manager sharing tasks with other team members in the onboarding processes, new client show conceptualization, and ideation of marketing assets and strategies.

As a Content Manager, Martín creates the digital assets and collateral for the shows he works on including Show Notes, Transcripts, Videograms, and Blogs.

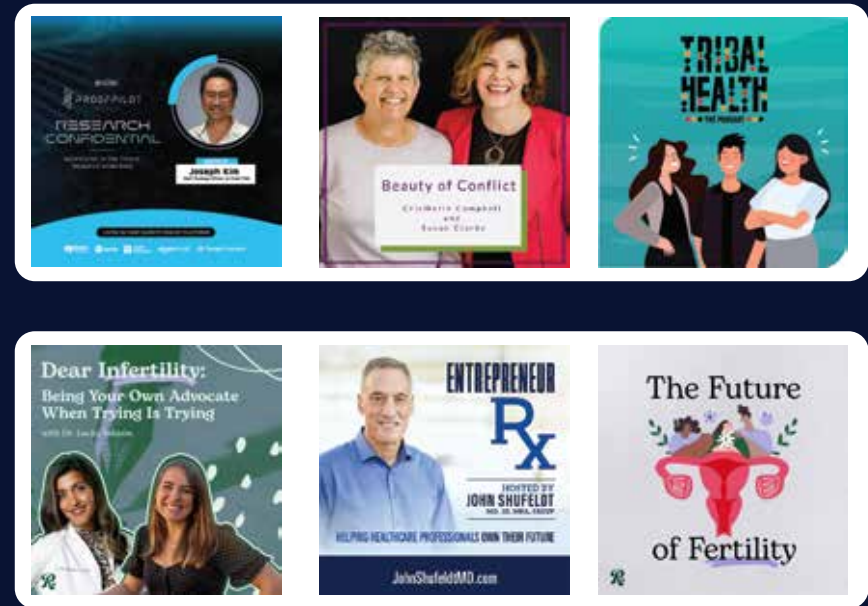
Other duties include quality check and proofreading, internal team organization, client management, and content ideation.



ACHIEVEMENTS:

- 9 podcast shows successfully launched.
- Content Management for 19 podcast shows.
- Average of 12+ fully produced episodes per week.

Shows Martín has successfully launched/worked on:



BOONET - BOGOTÁ, COLOMBIA

As part of his BFA in Communications, Martín was part of a 7-month internship at Boonet, a streaming platform. Known as the “Colombian Netflix,” Boonet offers a video catalog with film and TV content from Hispanic countries, elevating the work of Latin creatives in the film industry.

ACHIEVEMENTS:

- 59% Instagram followers increase during the internship.
- Successful streaming of the **Colombian Film Festival of New York** 2020 edition.
- Successful deployment of **22 digital comms campaigns** for the same amount of contents.



“Martín is one of the most versatile and productive people I’ve ever had the chance to work with. His contributions to Boonet were fundamental for the growth of this startup’s communications department. Besides being a teammate that always comes up with ideas, he is strategic and surprises with his work flows and rhythms.”

- Camila Soriano
Communications Manager

NEUROBUSINESS - BOGOTÁ, COLOMBIA

Martín was part of Neurobusiness as their Community Manager and Social Media Manager for a year between 2020 and 2021. As a Colombian company that applies neuroscience to businesses, Neurobusiness works with different Healthcare and Pharma organizations in Latin America.

There, Martín designed a content strategy for both the company profiles and CEO Daniel Castro's personal profiles across different platforms. Other tasks included partnerships and client management, internal projects related to communications, and event production, like the Webinar series called TVE.

ACHIEVEMENTS:

- 23 produced webinars during 5 months.
- 99% follower growth rate on Daniel Castro's Instagram profile.
- 190% follower growth rate on the company's Instagram profile during the year working with them.



Neurobusiness' content strategy was executed by a team comprised of a group of MDs, Martín, and a graphic designer.

GET A HOLD OF ME

IF YOU ARE INTERESTED IN CONTACTING MARTÍN PLEASE USE THE FOLLOWING:

- **WHATSAPP:** +57 (310) 342 - 3567
- **WEBSITE:** www.themartinacuna.com
- **TWITTER:** <https://twitter.com/TheMartinAcuna>
- **LINKEDIN:** <https://www.linkedin.com/in/themartinacuna/>
- **INSTAGRAM:** <https://www.instagram.com/themartinacuna/>
- **FOR PODCAST INQUIRIES:** <https://www.instagram.com/backstagetalkpod/>

- **OTHER RESUMES AVAILABLE:** Assistant Director, Performer
- **OTHER PORTFOLIOS AVAILABLE:** Press