

A Resolution

NO. _____

APPOINTING AND REAPPOINTING CERTAIN MEMBERS TO THE FORT WORTH ART COMMISSION

WHEREAS, the City Council of the City of Fort Worth established the City of Fort Art Commission, and

WHEREAS, Section 2-58 of the City of Fort Worth Public Art Ordinance requires that the City Council appoint residents of the City of Fort Worth to the Fort Worth Art Commission, and

WHEREAS, Section 2-58 of the City of Fort Worth Public Art Ordinance specifies that the Fort Worth Art Commission is composed of 9 members, who shall be appointed by the City Council on an at-large basis, and

WHEREAS, Section 2-58 of the City of Fort Worth Public Art Ordinance outlines that each member appointed to the Fort Worth Art Commission shall be appointed to serve a term of two years, and shall serve no more than three consecutive two-year terms.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FORT WORTH, TEXAS, THAT:

1. Fort Worth resident Margaret Adler is reappointed to Position 2 – Art Professional 1 (Curator) for a term ending on September 30, 2024.
2. Fort Worth resident Arturo Martinez is appointed to Position 9 – Art Professional 5 for a term ending on September 30, 2023.

Adopted this _____ day of _____ 2022.

ATTEST:

By: _____
Jannette S. Goodall, City Secretary

Application

Profile

Which Boards would you like to apply for?

Art Commission: Reapplying

Margaret

First Name

Adler

Last Name

maggiea@cartermuseum.org

Email Address

2831 5TH AVE

Street Address

Suite or Apt

Fort Worth

City

TX

State

76110

Postal Code

Mailing Address, if different from above

Mobile: (617) 470-8184

Primary Phone

Alternate Phone

Amon Carter Museum of American Art

Employer

Curator

Job Title

Spouse Employer and Job Title

none

What district do you live in? *

District 9

Length of time as a Fort Worth resident

9 years

Question applies to multiple boards

This board requires that you are a resident of Fort Worth. Are you a Fort Worth resident? *

Yes

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

My career as a curator encompasses more than a decade of exhibition and contemporary art commissions in Texas and throughout the United States. Prior to my curatorial career, I was a museum and college and university fundraiser, sensitive to stakeholder cultivation and balancing multiple project needs.

[MargaretCADlerCV2020.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

I served on the Montgomery Street Project Public Art selection committee ~2018. I have served one term on the public art commission

Have you taken the State of Texas Open Meeting Act training?

Yes No

Please upload a file

Conflicts of Interest

IMPORTANT NOTICE TO APPLICANTS

Members of Board and Commissions and their Family Members are prohibited from having a direct or indirect financial interest in a contract with the City. (City Charter, Chapter XXVII, Section 16)

What this means: Except for limited circumstances, you cannot own or work for a company that has a current contract with the City.

If you have any questions about your eligibility to serve on a City board or commission, please contact the City Attorney's Office at 817-392-7600

Do you, your spouse or a member of your immediate family, own or work for a company that has a current contract with the City of Fort Worth?

Yes No

Do you, your spouse or any immediate family member, individually or on behalf of company/business entity have any pending bids, proposals or negotiations with the City?

Yes No

Do you, your spouse or a member of your immediate family routinely come before the Board or Commission you are applying for?

Yes No

Are you or your spouse, either individually or on behalf of a business entity, involved in any pending bids, proposals or negotiations in connection with a city contract?

Yes No

Do you represent the private interests of others in criminal or civil litigation or a claim to which the City or an employee of the City is a party?

Yes No

Do you or a member of your immediate family have ownership interest in any property that is the subject of a condemnation proceeding, planning and zoning proceeding or any other administrative or court proceeding in which the City of Fort Worth or its agencies are interested parties?

Yes No

Do you or your spouse, either individually or through your employers, have any pending claims against the City?

Yes No

Have you had any convictions of criminal offenses other than parking or traffic tickets?

Yes No

If you answer yes to any of the questions above, please explain or ask to speak to a representative:

Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

I have participated frequently in Trinity River trash bash events, volunteer as a representative of the Amon Carter at many community events including lectures, Mayfest, ArtsGoggle, Main St Arts Festival. I serve the community through my museum work. Other than in my role at the Carter, these have all been voluntary.

What is your educational background?

I have a BA in classical languages and art history from Williams College and an MA in the history of art from the Williams College Graduate Program in the History of Art

Demographics

Ethnicity

Caucasian/Non-Hispanic

Gender

Female

04/11/1977

Date of Birth

Are you a registered voter?

Yes No

If no, would you like us to send you a voter's registration card?

Yes No

MARGARET C. ADLER

CURATOR
AMON CARTER MUSEUM OF AMERICAN ART
3501 CAMP BOWIE BOULEVARD
FORT WORTH, TEXAS 76107
817.989.5082
MAGGIE.ADLER@CARTERMUSEUM.ORG

EDUCATION

Williams College Graduate Program in the History of Art, Williamstown, Massachusetts
M.A. in Art History, June 2011; *Honors*: Recipient of the Fulkerson Award for Leadership in the Arts

Williams College, Williamstown, Massachusetts
B.A. in Art History and Classics, June 1999; *Honors*: *Cum Laude*, Class of 1960 Scholar, Classics Department Advisor, Dean's List

Intercollegiate Center for Classical Studies, Rome, Italy Fall 1997
One of 36 students selected for prestigious classical languages and history program

WORK EXPERIENCE

Amon Carter Museum of American Art, Fort Worth, Texas
Curator, October 2017-present; *Associate Curator*, July 2016–October 2017; *Assistant Curator*, September 2013–July 2016

- Responsible for collection development, acquisition, display, interpretation, research, and publications; exhibition generation and organization; collaborating with the education team; donor development and stewardship; and representing the museum, its mission, exhibitions, collections, and programs to its members, the field of American art, and the public at large in collaboration with the other curators.
- *Of Note*
 - Head of art committee for Main Gallery reinstallation post-construction.
 - Spearheaded a phased, multi-year conservation project of an iconic sculpture
 - With a curatorial team, responsible for the full collection reinstallation, opened September 2019
 - Created the “Smarter Carter” initiative to ensure more sharing of research and talents among staff members. The group also fosters increased adult public programming—a previously underexplored aspect of our museum offerings.
 - Created a case statement for expanding our collecting practices to include contemporary works on paper approved by the Board of Trustees and a new rationale to expand contemporary acquisitions to all media.
 - Serve on or lead multiple institutional committees: outreach, audience development, branding, digital strategy, social media, website redevelopment, interpretive resources, publications, public spaces.

Philadelphia Museum of Art, Philadelphia, Pennsylvania
Barra Foundation Fellow, Center for American Art, September 2011–October 2012

Williams College Museum of Art (WCMA), Williamstown, Massachusetts
Director's Office Fellow, September 2009–August 2011

- Served as liaison to Jenny Holzer for a permanent sculpture commission.

- Collaborated with the Director of Education on a commission by the artist Pepón Osorio.
- Assisted with an initiative to create a formalized Williams public art program.
- Created a new, interactive public art web module in collaboration with the Director of Communications for the Arts.

Addison Gallery of American Art, Phillips Academy, Andover, Massachusetts

Director of Development, March 2007–July 2009

- Lead all fundraising, public relations, grant writing, gifts of art, marketing, donor events and travel.
- Raised more than 50% of the Addison’s operating budget each year—over \$1 MIL in current-use cash gifts. Coordinated three successful annual appeals by meeting or exceeding goals. Partnered with Phillips Academy’s development office to raise funds for the \$30 MIL *Campaign for the Addison* to fund expansion and renovation. We raised more than \$20 MIL toward the \$30 MIL goal by July 2009.
- Served as member of the senior staff, shaping budget and strategy policy.
- Served as member of the Addison’s building committee for our renovation and expansion.
- Supervised development associate, events coordinator, and outside public relations firm.
- Responsible for organizing events and writing and creating materials to launch the public phase of the *Campaign for the Addison*.
- Created new *Friends of the Addison* materials and the first-ever *Annual Report*.
- Collaborated with Phillips Academy’s Communications Office to increase visibility of the Addison online and in print. Developed the Addison’s first podcast.

Williams College Development Office, Williamstown, Massachusetts

Assistant Director of Planned Giving, July 2006–February 2007; Planned Giving Officer; August 2003–July 2006; Development Assistant – Office of Planned Giving, February 2002–August 2003

- Acquired, cultivated, and stewarded high level planned giving donors, applying knowledge of complex gift opportunities, tax laws, financial environment, asset classes, and donors’ financial and philanthropic objectives. Managed a volunteer network. Created and managed the Ephraim Williams Society, a bequest and life-income gift recognition society with more than 1700 members. Managed all non-monetary gifts (such as gifts of art and rare books), and coordinated fundraising initiatives at the Williams College Museum of Art.

Streetmail.com, Inc., North Adams, Massachusetts

Market Development Associate, February 2000–January 2001

Williams College Museum of Art, Williamstown, Massachusetts

Education Department/Interim Director, Fall 1999–January 2000; Interim Public Relations Coordinator, Summer 1998; Museum Associate [docent], Fall 1996–January 2001

SELECTED EXHIBITIONS

- Upcoming Curator, *The Perilous Texas Adventures of Mark Dion*
- Co-Curator, *Mythmakers: Winslow Homer and Frederic Remington* in partnership with the Denver Art Museum and the Portland Museum of Art
- 2019 Curator, *Puente Nuevo* by Justin Favela
- 2018 Curator, *In Our Own Words*

- 2017 Curator, *Hugh the Hunter*
Curator, *Darryl Lauster: Trace*
- 2016 Curator, *Horizon Lines*
Co-curator, *Wild Spaces, Open Seasons: Hunting and Fishing in American Art*, Dixon Gallery and Gardens, Memphis, TN; Joslyn Art Museum, Omaha, NE; Shelburne Museum, Shelburne, VT; Amon Carter Museum of American Art, Fort Worth, TX.
Curator, *Gabriel Dawe: Plexus no. 34*
- 2015 In-house curator, *Samuel F. B. Morse's Gallery of the Louvre and the Art of Invention*
Curator, *Audubon's Beasts*, January 15, 2015–August 2, 2015
- 2014 Co-curator with artist Benito Huerta, *Fresh Perspectives: Benito Huerta and the Collection*
In-house curator, *Archibald Motley: Jazz Age Modernist* [Organized by the Nasher Museum of Art, Duke University]

SELECTED PUBLICATIONS

- 2020 Adler, Margaret C., Jennifer R. Henneman, Diana Greenwold, Claire M. Barry, Peter Van de Moortel, Adam Gopnik, Thomas Smith, and Janelle Montgomery. *Homer / Remington*. Yale University Press, 2020.
Dion, Mark, and Margaret C. Adler. *The Perilous Texas Adventures of Mark Dion*. Yale University Press, 2020.
- 2018 "The Goddess in the Basement," *Panorama: Journal of the Association of Historians of American Art* 4, no. 1 (Spring 2018)
- 2016 Co-author with artist Gabriel Dawe of *Embodied Light*, 2016
"Sacred Rites, Vengeful Goddesses, and Tall Tales" In *Wild Spaces, Open Seasons: Hunting and Fishing in American Art*, edited by Kevin Sharp, Exh. cat., University of Oklahoma Press. Nominated for Alfred H. Barr Jr. Award

PROFESSIONAL SERVICE AND SPECIAL INTERESTS

- Chair, Association of the Historians of American Art
- Co-organizer/host of the 2016 Association of the Historians of American Art conference
- Institutional partner in *Seeing America*, a consortium of educator/curators from leading American art museum departments collaborating on an online US History resource
- Professional voting member of Fort Worth's Public Art Commission
- Williams College Museum of Art Visiting Committee member
- Finalist, 1996 U.S. Olympic Archery Team; Pierre de Coubertin International Award for Fair Play, 1992 (International Olympic Committee); United States representative at World Games, Taiwan, 1998; Collegiate All-American; Many time state, regional, and national champion

Application

Profile

Which Boards would you like to apply for?

Art Commission: Submitted

Arturo _____ Martinez _____
First Name Last Name

arturo.martinez94@gmail.com _____
Email Address

2907 Ellis Ave. _____
Street Address Suite or Apt

Fort Worth _____ TX _____ 76106 _____
City State Postal Code

Mailing Address, if different from above

Mobile: (817) 929-3056 _____
Primary Phone Alternate Phone

Tarrant County College District _____ District Director of Creative
Employer Job Title Services

Spouse Employer and Job Title

Tarrant County College, Enrollment Associate

What district do you live in? *

District 2

Length of time as a Fort Worth resident

46

Question applies to multiple boards

This board requires that you are a resident of Fort Worth. Are you a Fort Worth resident? *

Yes

Did you register with Appointment Project?

Yes No

Interests & Experiences

Describe any qualifications, expertise or special interests that relate to your possible appointment?

Arturo Martinez is a national award-winning designer and a culturally-connected strategist who brings a rich and diverse experience to conceptualize creative ideas through his passion for design thinking, visual communication, and an understanding of emerging social, cultural, and industry trends. Since 1998, he has been responsible for creative ideation and execution of marketing collateral for a diverse range of organizations, including small business startups, large corporations, and non-profits. Martinez holds a B.F.A. degree from Sul Ross State University specializing in Graphic Design with a minor in Mathematics. Martinez had an immediate impact when he joined Tarrant County College's Communications, Public Relations and Marketing Department. For the past decade, as District Director of Creative Services, Arturo introduced a customer-centric design approach to dynamic work, and a willingness to embrace a culture of collaboration across the District. Tactfully bold, Arturo and his team of 20+ multi-disciplinary designers demonstrate inspired thought leadership and strategic direction, guiding and nurturing artistic work that delivers on business value. Therefore, building an environment that champions brand strategy, graphic identity, and design standards during the customers' journey across multiple touch points. As a result, he ensures the college's strategic communication goals are well supported through design-driven solutions that enhance the college experience and academic environment, plus promote access to support student success and lifelong learning. He's centralized the Graphic Services Departments at the District-Wide level and standardized the workflow processes by developing an on-line management system to aid customers and guide each project through to completion. In April 2013, Arturo created and launched the Graphic Identity Standards Manual publication for TCC use. He enhanced and introduced newly developed visual icons, for the institution. Since 2014, Martinez and his team have been recognized nationally by the Graphic Design USA American InHouse Design competition, as winners of over 86+ prestigious awards in multiple categories. Martinez artistic exhibitions have been housed in institutions such as, the Fort Worth Museum of Science & History, Fort Worth Central Public Library, Tarrant County College Campuses, and Artes de la Rosa's Cultural Center for the Arts. In 2016, He was recognized for his works on the Latino Americans: 500 series, Interactive "Mujer's Poderosa's/Strong Women" exhibit. In 2017, as founding member for the annual event of the "Fort Worth's Modern Pioneer: Chicano/a Trailblazer" legacy exhibits. In 2019, for his work on the "Trail of the Mexican-American Experience in Fort Worth" timeline pop-up exhibit. In 2020 for his work on the "Generaciones, Expressions of Brown, Identity in Fort Worth 1900-1990, Gilbert Garcia", virtual exhibit. In 2021, for his work on "The Power of Color, Art at the Intersection of Social Awareness, Change and Justice", digital virtual exhibit/presentation to TCC's Social Justice Student Ambassadors. Martinez has been involved in a variety of Civic and philanthropic activities locally, statewide, and nationally. He served as a member of the City of Fort Worth's Race and Culture Taskforce, and as past-chair of the FW Human Relations Commission; Also, as Director of Texas for The Council for the Advancement and Support of Education (CASE, D4). He is an active member of the Fort Worth ISD PTA/PTO, the Hispanic Women Network of North Texas, and Texas Association of Chicanos in Higher Education (TACHE). He served on the state board as TACHE's V.P. of Technology and V.P. of Communications. Plus, Marketing Chair for Artes de la Rosa Cultural Center; Martinez is the founding member of Men Advancing New Opportunities (MANO); The Hispanic Heritage History Project (HHHP), and most recently the Historians of Latino Americans Tarrant County (HOLA). Martinez has received numerous recognitions over the years. In 2015, as AARP's "Community Champion" award. In 2016, Hispanic Women's Network of Texas, FW "Brillo" Award. In 2017, the Fort Worth Business Press honored him as a "Top Minority Leader in Business and the Community", based on professional achievements, civic contributions, and philanthropy. In 2019, he was selected as Leadership ISD's Tarrant County "Civic Voices Fellowship Cohort". In 2020, GDUSA's InHouse Magazine, Martinez was featured as a "Responsible Designer to Watch" for 2020. In 2021, he was selected in the "National Association of Latino Arts and Cultures' cohort" of artists and cultural workers to participate in the 11th edition of Advocacy Leadership Institute. Arturo is a lifelong resident of Fort Worth's Far Greater Northside Historical neighborhood and is an alumni of Diamond Hill Jarvis High school. He continues to volunteer in his community and industry to support his employer, his profession, his civic community, and his Hispanic heritage. He is married to Rosalinda for the past 20+ years and has three beautiful children.

[CV_AM_2022_Bio_V2.pdf](#)

Upload a Resume

Commitment

Recognizing that serving on a board, commission or committee is often time consuming, most meet on a monthly basis, are you committed to attending all regularly scheduled meetings? *

Yes

If required by law, do you agree to complete all financial statements required for the appointed board, commission or committee? *

Yes

Have you ever been a member of a City of Fort Worth board, commission or committee before? If so, please indicate the board, commission or committee and approximate dates of service:

- 3 terms, past-chair with the City of Fort Worth Human Relations Commission, Position 8, Oct 09, 2014-Oct 1, 2020. - Race and Culture Taskforce Committee Member, 2017-018 - Artist Selection Panel, Human Relations Commission, 50th Anniversary Celebration, Fort Worth Municipal Court Building Public art Project, 2017 - Latino 500 Series, HRC, Lead designer, Majors Poderosas Exhibit: The Legacy of Strong Latinas in Fort Worth, 2016

Have you taken the State of Texas Open Meeting Act training?

Yes No

Please upload a file

Conflicts of Interest

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Yes No

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Yes No

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Do you or your spouse, either individually or through your employers, have any pending claims against the City?

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Have you had any convictions of criminal offenses other than parking or traffic tickets?

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Civic Engagement & Education

What civic or community endeavors have you been involved in? (Please list names of organization(s), positions held, dates of service and whether your service was provided on a compensated or voluntary basis.)

Council of Advancement and Support of Education, District IV, Director of Texas. Mar. 2016- Mar. 2018
Fort Worth Human Relations Commission, The City of fort Worth. Oct 09,2014 to Oct 1, 2020 Vice
President for Technology, V.P. of Communications, The Texas Association of Chicanos in Higher
Education. Feb., 2014 to Feb 2016 Board of Director and Marketing Chair, Artes de la Rosa Cultural
Center for the arts. Jan. 2013-Nov. 2015, 2022-2024 Founding Member, Men Advancing New
Opportunities. Jan 2013, current Ambassador and member, The Fort Worth Hispanic Chamber of
Commerce. Jan. 2015-Dec. 2016 Member, North Texas Young Latino Leaders. Jan. 2015-Dec. 2016
Member, Fort Worth Hispanic Womens Network of Texas. Member since Jan. 2001-current Founding
Member, Historians of Latino Americans of Tarrant County, Chair-elect Executive Board Co-founder,
Hispanic Heritage History Project, Fort Worth's Modern Pioneer - Chicano/a Trailblazer City of Fort
Worth's Race and Culture Taskforce, Transportation and Education Sub committees Catechist, Religious
formation, Our Lady of Guadalupe Catholic Church

What is your educational background?

B.F.A. from Sul Ross State University; Arturo specialized in Design with a minor in Mathematics. Graduate
Studies in web based design.

Demographics

Ethnicity

Hispanic

Gender

Male

01/23/1976

Date of Birth

Are you a registered voter?

Yes No

If no, would you like us to send you a voter's registration card?

Yes No



Arturo Martinez

CREATIVE **STRATEGIST**



CURRICULUM VITAE

2022



BIOGRAPHY 2022

Culturally-Connected • **Creative Strategist** • Brand Champion

ARTURO MARTINEZ is a national award-winning designer and a culturally-connected strategist who brings a rich and diverse experience to conceptualize creative ideas through his passion for design thinking, visual communication, and an understanding of emerging social, cultural, and industry trends. Since **1998**, he has been responsible for creative ideation and execution of marketing collateral for a diverse range of organizations, including small business startups, large corporations, and non-profits. Martinez holds a B.F.A. degree from Sul Ross State University specializing in Graphic Design with a minor in Mathematics.

Martinez had an immediate impact when he joined Tarrant County College's Communications, Public Relations and Marketing Department. For the past decade, as **DISTRICT DIRECTOR OF CREATIVE SERVICES**, Arturo introduced a customer-centric design approach to dynamic work, and a willingness to embrace a culture of collaboration across the District. Tactfully bold, Arturo and his team of **20+** multi-disciplinary designers demonstrate inspired thought leadership and strategic direction, guiding and nurturing artistic work that delivers on business value. Therefore, building an environment that champions brand strategy, graphic identity, and design standards during the customers' journey across multiple touch points. As a result, he ensures the college's strategic communication goals are well supported through design-driven solutions that enhance the college experience and academic environment, plus promote access to support student success and lifelong learning. He's centralized the Graphic Services Departments at the District-Wide level and standardized the workflow processes by developing an on-line management system to aid customers and guide each project through to completion. In April **2013**, Arturo created and launched the Graphic Identity Standards Manual publication for TCC use. He enhanced and introduced newly developed visual icons, for the institution. Since **2014**, Martinez and his team have been recognized nationally by the Graphic Design USA American InHouse Design competition, as winners of over **75+** prestigious awards in multiple categories.

Martinez **ARTISTIC EXHIBITIONS** have been housed in institutions such as, the Fort Worth Museum of Science & History, Fort Worth Central Public Library, Tarrant County College Campuses, and Artes de la Rosa's Cultural Center for the Arts. In **2016**, He was recognized for his works on the Latino Americans: 500 series, Interactive "*Mujer's Poderosa's/Strong Women*" exhibit. In **2017**, as founding member for the annual event of the "*Fort Worth's Modern Pioneer: Chicano/a Trailblazer*" legacy exhibits. In **2019**, for his work on the "*Trail of the Mexican-American Experience in Fort Worth*" timeline pop-up exhibit. In **2020** for his work on the "*Generaciones, Expressions of Brown, Identity in Fort Worth 1900-1990, Gilbert Garcia*", virtual exhibit. In **2021**, for his work on "*The Power of Color, Art at the Intersection of Social Awareness, Change and Justice*", digital virtual exhibit/presentation to TCC's Social Justice Student Ambassadors.

Martinez has been involved in a variety of **CIVIC AND PHILANTHROPIC** activities locally, statewide and nationally. He served as a member of the City of Fort Worth's Race and Culture Taskforce, and as past-chair of the FW Human Relations Commission; Also as Director of Texas for The Council for the Advancement and Support of Education (CASE, D4). He is an active member of the Fort Worth ISD PTA/PTO, the Hispanic Women's Network of North Texas, and Texas Association of Chicanos in Higher Education (TACHE). He served on the state board as TACHE's V.P. of Technology and V.P. of Communications. Plus, Marketing Chair for Artes de la Rosa Cultural Center; Martinez is the founding member of Men Advancing New Opportunities (MANO); The Hispanic Heritage History Project (HHHP), and most recently the Historians of Latino Americans Tarrant County (HOLA).

Martinez has received **NUMEROUS RECOGNITIONS** over the years. In **2015**, as AARP's "*Community Champion*" award. In **2016**, Hispanic Womens Network of Texas, FW "*Brillo*" Award. In **2017**, the Fort Worth Business Press honored him as a "*Top Minority Leader in Business and the Community*", based on professional achievements, civic contributions, and philanthropy. In **2019**, he was selected as Leadership ISD's Tarrant County "*Civic Voices Fellowship Cohort*". In **2020**, GDUSA's InHouse Magazine, Martinez was featured as a "*Responsible Designer to Watch*" for 2020. In **2021**, he was selected in the "*National Association of Latino Arts and Cultures' cohort*" of artists and cultural workers to participate in the 11th edition of Advocacy Leadership Institute.

Martinez is a **LIFELONG RESIDENT** of Fort Worth. Martinez continues to advocate for his community and for the betterment of others. He is married to Rosalinda for the past **20+** years and has three beautiful children.



Reader Options



ARTURO MARTINEZ



C. 817.929.3056



CURRICULUM VITAE



Fort Worth, Texas

EXPRESSION

“ I strive to deliver captivating designs through creative ideation.

I'm an award-winning designer with a deep understanding of design, marketing, and brand strategy. A passionate leader who is well organized, deadline-driven and an excellent project manager who takes initiative. I effectively help convey a clear message to a target audience.”

EFFECTIVENESS



Lead A Functional CREATIVE TEAM

Proven leader who provides a high level of creative collaboration, cross-training, mentoring, and inspiration. Plus, motivation to a team. Accountable for the overall in-house designer's work, growth and deliverables.



Compelling Storyteller & STRONG "CONCEPTER"

Develop, translate marketing objectives into key creative brand strategies to produce compelling and engaging creative solutions. With the understanding of persuasive visual communication method to present dynamic work.



Award-Winning DESIGN WORK

Conceptualize, develop and create visual solutions, plus manage the execution of deliverables consistent with brand strategy. Through the use of timelines, efficient job tracking and proofing process to obtaining final approvals.



Brand Strategy AMBASSADOR

Champion brand strategy, positioning, graphic identity and design standards at every point of customer contact. Plus, establishing and maintaining integrity throughout the institutions visual communication needs.

PROFESSIONAL

- Photoshop CC
- Illustrator CC
- InDesign CC

EXPERTISE

- Microsoft Suite
- Macintosh OS
- Keynote

PERSONAL

- Critical Thinker
- Project Manager
- Problem-Solver
- Effective Leader
- Communicator
- Collaborator

EMPLOYMENT

Director of Creative Services, 2010-Current Tarrant County College District, Fort Worth TX

Lead an in-house team of 22 graphic designers. I assign and prioritize team projects, manages work-flow and ensure that graphic standards and deadlines are met.

Adjunct Instructor-Design I-II, 2007-2008 Westwood College, Fort Worth TX

As instructor I taught DreamWeaver, Design History I and II. Plus, planned instructional activities which included lectures, class discussions, lab and projects.

Media Manager, 2004-2010 Allied Electronics Inc., Fort Worth TX

I collaborated with a group of seven engineers and five page builders to create, publish and advertise an extensive annual catalog with over 2000 pgs. plus ads.

EDUCATION

Bachelor of Fine Arts (B.F.A.) Sul Ross State University
Major: Visual Communications **Minor:** Mathematics
Graduate Studies - Sul Ross State University

EXPERIENCE

Artes de la Rosa Cultural Center for the Arts Board Member and Marketing Chair, 2022-2024

National Association of Latino Arts and Cultures Advocacy Leadership Institute Fellow, 2021

Texas Association of Chicanos in Higher Education Vice President of Communications, 2019-2020

Race and Culture Task Force, Fort Worth TX Active Member for the City of Fort Worth, 2017-2018

Human Relations Commissioner, Fort Worth TX Commissioner and Commission-Chair, 2014-2020

Council of Advancement and Support of Education Director of Texas - CASE District IV, 2016-2018

@ ELECTRONIC

- arturo.martinez94@gmail.com
- arturo.martinez.OMGU812
- arturomartinez94
- art4turosake
- @art4turosake



Arturo Martinez
CREATIVE **STRATEGIST**

EXPERIENCE



RECOGNITIONS

Culturally-Connected • **Creative Strategist** • Brand Champion

EDUCATION BACKGROUND:

Bachelor's of Fine Arts (B.F.A.) from Sul Ross State University; Arturo specialized in Visual Communications with a minor in Mathematics. Graduate Studies, Sul Ross State University.

CIVIC AND PHILANTHROPIC ACTIVITIES:

- **Current Board Member and Marketing Chair**, Artes de la Rosa Cultural Center for the arts. ADLR's mission is dedicated to preserving, promoting, and interpreting the Latin Culture Arts for all.
- **Historians of Latino Americans Tarrant County**, Chair-Elect Executive Board. HOLA Formed out of a desire to create a history of Latinas and Latinos in Tarrant County. The aims to research, document, and archive our work and to share it with the community.
- **Hispanic Heritage History Project**, Co-founder of Fort Worth's Modern Pioneer - Chicano/a Trailblazer award. Each year a community committee recognizes a honoree highlighting City culture and heritage.
- **Race and Culture Task Force Member**, The City of Fort Worth. City Council appointed a 23 member task force to look at the areas of race and culture and how they affect our community.
 - **Transportation and Education Sub-Committee**: *Identify racial and cultural disparities in Fort worth, and recommend strategy plus action to address the disparities.*
- **Human Relations Commissioner** - Past-Chair, The City of Fort Worth. General duties are to advise and consult with the City Council, City Manager on matters involving racial, religious, or ethnic discrimination.
- **Director of Texas**, Council of Advancement and Support of Education (CASE District IV). The purpose of CASE District IV is to be a leader in providing resource development, training programs and marketing services in the areas of alumni relations, communications, and philanthropy; to promote diversity within these professions; to provide networking opportunities for advancement professionals; and to be a strong force for the advancement and support of education for our entire District.
- **Active Member**, Fort Worth Hispanic Women's Network of Texas. HWNT promotes the advancement of women in public, corporate and civic Life.
- **Catechist**, Our Lady of Guadalupe Catholic Church. Teach the Faith and religious formation of the Catholic Church by both word and example.
- **Active Parent Volunteer**, Fort Worth ISD PTA/PTO. Parent group in schools, supporting and encouraging parents to get involved in their children's educations.
- **Past Vice President for Technology, Vice President of Communications, and professional member**, The Texas Association of Chicanos in Higher Education. TACHE is a professional association committed to the improvement of educational and employment opportunities for Hispanics in higher education.
- **Past Ambassador and member**, The Fort Worth Hispanic Chamber of Commerce. Ambassadors promote and attend chamber and community events; plus welcome and recruit new chamber members.
- **Founding Member**, Men Advancing New Opportunities (MANO) Hispanic Heritage History Project (HHPG); Historians of Latino Americans Tarrant County (HOLA).





RECOGNITIONS

Culturally-Connected • **Creative Strategist** • Brand Champion

AWARDS AND MILESTONES:

- **Departmental Awards**, recognized as winners of the American inhouse Design Awards. GDUSA's American Inhouse Design Awards is the premier showcase for outstanding work by in-house designers.
 - 2021 - 12 Awards In multiple categories (Publications & Collateral, Environmental & Brand Identity)
 - 2020 - Nine Awards In multiple categories (Brochure & Collateral, Environmental & Internet)
 - 2019 - 12 Awards In multiple categories (Advertising, Poster(s), Publications)
 - 2018 - 11 Awards In multiple categories (Brochure & Collateral, Branding & Identity)
 - 2017 - Nine Awards In multiple categories (Advertising, Public Service, Poster(s), Publications)
 - 2016 - Eight Awards In multiple categories (Catalogs, Public Service, Publications, Infographic)
 - 2015 - Seven Awards In multiple categories (Corporate Identity Programs, Brochure and Posters)
 - 2014 - Seven Awards In multiple categories (Poster(s), Brochure and Collateral, Publications)
- **"Lowrider: Cultura & Artshow"** Monochrome Photo exhibit, Artes de La Rosa Cultural Center, 2021
- **"Origins, History and Traditions of Dia de los Muertos"** 3D Pop-up exhibit, Artes de la Rosa, 2021
- **National Association of Latino Arts and Cultures** - Advocacy Leadership Institute Fellow, 2021
- **2020 Responsible Designer to Watch** - GDUSA's American Inhouse Design Awards, 2020
- **Leadership ISD's Tarrant County Civic Voices Fellowship** - Class of 2019 Cohort
- **2017 Minority Leader in Business Award**, Fort Worth Business Press Magazine. Chosen based on professional achievements, community contributions, philanthropy and other milestones and awards.
- **Artist Selection Panel**, Human Relations Commission, 50th Anniversary Celebration, Fort Worth Municipal Court Building Public Art Project, 2017
- **Lead Designer**, for Mujeres Poderosas Exhibit: The Legacy of Strong Latinas In Fort Worth, 2016
- **Catechist Teacher** - 6th, 7th graders, Our Lady of Guadalupe Catholic Church, 2016-2019
- **TCC's Trinity River Campus**, Student Development Services, Spirit Award Recipient, 2015 and 2017
- **Brillo Award Recipient**, Hispanic Women's Network of Texas, Fort Worth Chapter, 2016
- **Artist Selection Panel**, Gachman Metals, Fort Worth's Rockwood Park Public Art Project, 2015
- Launched the Inaugural **"Dia de los Muertos 5k"**, Artes de la Rosa Cultural Center for the Arts, 2015
- **"Community Champion" Award**, American Association of Retired Persons, AARP, 2015
- **Promoted** from Director of Graphic Services to Director of Creative Services, TCC, 2014
- **Outstanding Entry Award**, (CASE) District IV Accolades, 2013
- **Career Exploration presenter** "A Day in the life of a Graphic Designer", Fort Worth ISD, 2011-2018
- **Promoted** from Publications Coordinator to Director of Graphic Services, TCC, 2011
- **TCC Leadership Institute**, Class of 2011 Cohort
- **Keynote Speaker** "How to Connect with your Personal Brand.", Texas Association of Chicanos in Higher Education Annual Conference, 2011
- **"Amalgamate"** Digital Abstract Painting Art Show, Artes de La Rosa Cultural Center for the Arts, 2010
- **LED Innovation Team**, Allied Electronics Inc., Class of 2009 Cohort
- **Leadership Development**, Fort Worth Hispanic Chamber of Commerce, Class of 2007 Cohort



Reader Options





RECOGNITIONS

Digital Influencer Creative Director Brand Strategist



TACHE: Conference 2015



AARP: Comm. Champion



MANO: Community Event



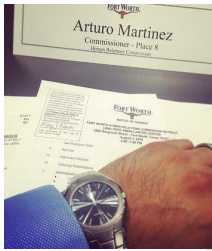
FWISD PTO: Career Day



TCCD: Leadership Summit



CASE D4: Director of Texas



FW HRC: Commissioner



HWNT: Brillo Award



FW BP: Minority Leader



Leadership ISD: Fellow



HHHP: Chicana Trailblazer



ADLR: DDLM 5K Fun Run



HHHP: Chicana Trailblazer



TCC AaE: Pop-up Exhibit



HOLA: Pop-up Exhibit



NALAC: ALI Fellow



UnitedLimited: Poster



HHHP: Chicana Trailblazer



HOLA: Hispanic Heritage



TCC: Hispanic Heritage



ADLR: Lowrider Art Show



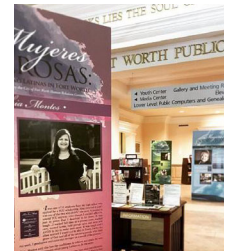
HWNT: Volunteer Award



TCC: Speaker Session



Taskforce: Community



FW Library: Mujeres Exhibit



ARTURO **MARTINEZ**
PORTFOLIO **2022**



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