

BRAYAN A MARTINEZ

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EDUCATION

University of Texas at Arlington

May 2026

Bachelor of Communication, Technical Communications | Minor: Spanish for Global Competence

Digital Media Certificate — Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro)

EXPERIENCE

Apple Inc.

January 2024 – Present

Apple Support College Advisor

- Produced clear, accurate written documentation for each customer case, adapting voice and tone to the context — technical, empathetic, or instructional as needed.
- Communicated complex product information accessibly to a diverse customer base in both English and Spanish, consistently earning top quality scores (96%+).
- Operated across multiple digital platforms simultaneously, managing case queues, internal knowledge systems, and customer-facing communications in real time.
- Worked within a tech-forward, AI-assisted support environment — regularly leveraging internal tools to improve efficiency and response accuracy.
- Tracked repair orders end-to-end from warehouse to customer, ensuring accurate status communication at every stage of fulfillment.

Starbucks Corp.

July 2021 – November 2023

Barista Trainer

- Developed and delivered structured training content for new associates, translating brand standards and operational procedures into clear, repeatable formats.
- Represented the Starbucks brand consistently across all customer interactions, maintaining voice, tone, and presentation standards in a high-visibility role.
- Coordinated communication across a cross-functional team during product launches and operational rollouts, ensuring consistent messaging and execution.
- Demonstrated strong time management and self-direction in a fast-paced environment with shifting priorities and concurrent responsibilities.

SKILLS & COMPETENCIES

- **Content & Copy:** writing for digital audiences, adapting voice and tone across platforms, headline and caption writing
- **Digital Media Production:** Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator), Canva; short-form video editing and visual content creation
- **Social Media:** active across Instagram, TikTok, YouTube, and LinkedIn; experience growing and engaging digital audiences
- **AI Tools:** practical experience integrating AI tools into content workflows to scale production while preserving voice and quality
- **Communication:** bilingual English/Spanish; strong written, verbal, and cross-functional communication across diverse audiences
- **Self-Direction:** comfortable working independently, shipping on a cadence, and iterating based on performance data without handholding

CERTIFICATIONS & CREDENTIALS

- Digital Media Certificate — UT Arlington (Adobe Creative Suite)
- Foundations of Project Management — Google / Coursera
- Foundations of Cybersecurity — Google / Coursera

- Work Smarter with Microsoft Word — Coursera
- Global Seal of Biliteracy — certified proficiency in English and Spanish

ACTIVITIES & INTERESTS

- Avid watcher of long-form YouTube documentaries and video essays (usually 30+ minutes) — drawn to how creators build narratives, hold attention, and make complex topics feel accessible to a broad audience
- Passionate gamer with a habit of going deeper than the surface — interested in the themes, production design, and creative vision behind the games I play
- Always experimenting with AI tools — whether it's content creation, automation, or just figuring out what's useful versus overhyped
- Built my own PC from scratch and still enjoy tinkering — comfortable in technical environments across both hardware and software
- Fluent in English and Spanish, and regularly put both to use helping Spanish-speaking friends and family navigate everyday situations