

JAVY MARTINEZ

Growth Operator · Performance Marketer · Community Builder · Dallas, TX

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SUMMARY

10+ years scaling brands across fintech, DTC, sports media, and the nonprofit sector. \$50M+ in paid media managed across 33 brands. Former Head of Growth Marketing at Zirtue (launch → 350K installs, 120K users). Producer of 138+ live events. Fluent in Spanish.

HIGHLIGHTS

\$50M+	Paid Ad Spend Managed	\$5M+	Venture & Nonprofit Funding
350K+	Zirtue App Installs	33	Client Brands Scaled
138+	Live Events Produced	2×	6-Figure Businesses Built

EXPERIENCE

Founder · Advisor · Consultant — Javannah Capital International & FINTX

2023 — 2025

- Startup studio building growth-engine frameworks for early-stage founders, startups, and nonprofits.
- Generated millions of monthly impressions via creator and pro-athlete partnerships.
- Launched 3 DTC products with pro athletes; produced the Annual Giving Tuesday Game Day Gala for SPFF.

Agency Freelancing — 33 Brand Engagements — Meta, BlackRock, ESPN, General Mills, Novi, GigSky, HealthTap, Found, Pillsbury and more

2022

- Managed \$50M+ in paid ad spend across 33 brands.
- Built multiple 5-figure sales email campaigns; copywriting, paid ads, lifecycle, growth strategy.

Managing Director — Founder Institute — North Texas Chapter

2021 — Present

- Lead the NTX chapter supporting pre-seed founders from idea → MVP → early company.
- Portfolio companies raised \$2M+ in alumni funding; graduated 50+ companies.
- Network of 100+ global mentors and advisors.

CMO · Director of Events · Co-Host — Kamp & Sports Media Promotions

2020 — 2024

- Served 2,500+ founders across 18+ cities; 450+ five-star reviews.
- Acquired the IP to the Dallas Cowboys Player TV Talk Show; relaunching Inside The Huddle Season 29.
- National startup workshops on venture capital and entrepreneurship.

Head of Growth Marketing — Zirtue (FinTech)

2019 — 2021

- Spearheaded growth marketing from launch to 350K+ installs and 120K+ active users.
- Drove financial inclusion through lending, borrowing, and bill-payment products.
- Cross-functional with engineering, product, sales, and executive leadership.

Founder — TX-Hauler Auto Transport

2018

- 100+ customers; 500+ vehicles delivered.
- Built and exited a 6-figure service business.

Director, Inventory Solutions — RDAG / Reagor Dykes Auto Group

2015 — 2018

- Built a patent-pending SaaS inventory company (RD Innovations).
- Designed a business model generating \$750K+ revenue at 24% ROI in 15 months.
- Led 15 inventory analysts across 22 dealerships; trained GMs on data-driven pricing.

BOARD & COMMUNITY

- Executive Director — Single Parents Family Foundation (2022 — Present)
- Managing Director — Founder Institute NTX (2021 — Present)
- Executive Producer — Inside the Huddle & An Evening with Dak (2018 — 2024)
- Board of Directors — Milestones Development & Play Park (2017 — Present)
- Wish Grantor — Make-A-Wish North Texas (2016 — 2020)
- Board of Directors — Alström Angels (2015 — Present)

SKILLS

Paid Social · Email & Lifecycle (Braze) · Copywriting · Data Analytics · SEO · PPC · Funnel Creation · Growth Strategy · Event Production · Sponsorships · Public Speaking · Hosting · Startup Advisory · Fundraising · Generative AI

EDUCATION

BBA, International Business · Management · Marketing — Texas Tech University

Minor: Spanish · Certificate of Leadership