



BIOGRAPHY

Frank Martinez
Webmaster
Network Centric Operations Industry Consortium



Frank Martinez leads digital communications for the Network Centric Operations Industry Consortium and is responsible for identifying and managing the tools that will extend the organization's reach and identity with key audiences. He maintains NCOIC website design and functionality, creates electronic promotional materials, coordinates SEO/SEM, and develops social media, online video and email campaigns. In addition, he consults with NCOIC members to further website traction and audience exposure.

Martinez is also an adjunct faculty member at Rancho Santiago Canyon College District in Orange, California, where he provides instruction on current issues related to online consumer and seller practices, personal commerce, eCommerce, business software applications, office productivity and Web and graphic design.

For more than a decade, Martinez has worked as a Web consultant and manager, providing online branding, marketing and business development services to a range of businesses and organizations. He has designed and managed B2B, SEO/PPC, social media and email campaigns as well as provided graphic, logo, Web design and site technology implementation services.

Martinez has a Bachelor of Arts degree in psychology with an emphasis in research methods and statistical analyses from California State University Long Beach.

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