

Martín Acuña

New York, NY | www.themartinacuna.com | +1 (332) 867-6322 | <https://www.linkedin.com/in/themartinacuna>

Experience

- Ballet Hispánico New York*** Senior Marketing Manager Sept. 2023 – Present
- Social media strategy, content production and execution for organizational channels with an average growth rate of 11.7% in 2025 and 19.4% in 2024.
 - Internal and external marketing project management for all three divisions of the organization.
 - Primary marketing liaison for national and international tour venues for the professional Dance Company.
 - Implemented marketing tactics to reach sales goals for annual NYC Season performances with ~27.66% audience increase per year between 2023 and 2026.
- Black Heart*** Digital Strategist & Content Manager May 2022 – Sept. 2023
- Social media and digital strategy and execution for the Kolibri Foundation project and other clients.
 - Development of Social Media Playbook for the Kolibri Foundation.
- Outcomes Rocket/Smooth Podcasting*** Content Manager Feb. 2021 – Sept. 2023
- Creation and execution of the content strategy and community management on social media channels.
 - Digital assets production for 19 client podcast shows and 12+ episodes weekly.
 - Client management and launch of 9 podcast shows.
- Backstage Talk Podcast*** Podcast Creator & Producer Feb. 2020 – Present
- Social media management and content production with 30,000+ downloads worldwide.
 - Guest outreach and booking for 130+ episodes.
- Neurobusiness*** Social Media & Content Manager Apr. 2020 – Apr. 2021
- Creation and execution of social media and content strategy, leading to a 190% growth rate on company's Instagram profile.
 - Execution of digital strategy, communication campaigns, and digital events production.
 - Client management and outreach.
- Boonet*** Social Media & Community Manager Jan – July 2020
- Creation and execution of digital marketing campaigns for the varied audiovisual contents and festivals on Instagram, Facebook, and Twitter - with a 59% growth rate on the IG channel.
 - Stakeholder and industry client management.

Education

Pontificia Universidad Javeriana (School of Performing Arts): BFA in Performing Arts, concentration in Acting.

Pontificia Universidad Javeriana (School of Communications): BFA in Social Communications, concentration in Film Production.

Other Skills

Native Spanish fluency (Latin America), English fluency, Theatre & Film Assistant Direction (separate resumes avail), Colombian passport, Video editing Premiere Pro, Graphic design skills Adobe Illustrator & Photoshop, Excel, Podcast production, Event hosting, Website design, & basic SEO.

MARTÍN ACUÑA

PORTFOLIO

2026

INTRODUCTION

Martín Acuña is a Colombian-born performing arts marketer, multimedia producer, and podcast host who channels his passion for storytelling into digital campaigns, live events, and bilingual arts journalism.

Since relocating to New York City in 2023, Martín has contributed to nationally recognized cultural institutions including Ballet Hispánico New York, BroadwayCon, the Broadway Podcast Network, and other performing arts-affiliated initiatives. Promoted to Senior Marketing Manager at Ballet Hispánico in 2025, he continues to connect audiences to transformative performing arts experiences, blending heart and expertise in every project.



Through every project, Martín works at the intersection of culture, strategy, and storytelling, translating artistic vision into actions that resonate across communities.

CAREER HIGHLIGHTS

- Senior Marketing Manager at Ballet Hispánico New York
- Featured speaker and moderator at BroadwayCon (2022 - 2026)
- Creator and host of the first multilingual podcast on the Broadway Podcast Network
- Led social media growth from 21k to 31k+ followers at Ballet Hispánico New York
- Produced campaigns tied to New York City Center & Lincoln Center performances

FIND MARTÍN ON:



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



<https://www.themartinacuna.com>



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

PROJECTS



BACKSTAGE TALK PODCAST

Created and Hosted by Martín in February 2020, Backstage Talk Podcast a pioneering bilingual podcast and the only Latin American voice dedicated exclusively to Broadway and Musical Theatre, connecting audiences across languages and continents to one of the world's most celebrated art forms.

Since joining the Broadway Podcast Network, the Webby Award-winning, premier digital storytelling destination for everyone who loves theater, Backstage Talk is the first and only multilingual podcast on the network, positioning itself as an authority within the performing arts space, reaching audiences across the globe through its multilingual storytelling and deep Broadway industry connections..

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

- Sergio Trujillo - Tony & Olivier-Award Winning Choreographer & Director
- Joey Monda - Tony-Award Winning Producer & General Manager
- Roberto Araujo - Playbill's Former Director of Video Production
- Fernando Cárdenas - Journalist & Digital Media Producer
- Ilda Mason - Broadway/Film/TV Actress & Dancer
- Ana Villafañe - Film/TV/Broadway Leading Actress
- Mandy Gonzalez - Broadway Leading Actress
- Grace Aki - Broadway Influencer & Marketer

Spanning 5 seasons of production, Backstage Talk has hosted over 130 on-and-off stage professionals working in the Performing Arts and adjacent industries.

BACKSTAGE TALK: A 2020 - 2026 OVERVIEW

FIVE FULL SEASONS AVAILABLE & ANOTHER ONE ON THE HORIZON!

In six years of production, Backstage Talk has grown from a debut episode recorded in Colombia to a globally distributed show with 130+ episodes aired, audiences in 50+ countries, and a community of 1,900+ followers on Instagram. What began as the only Latin American podcast about Broadway is now the first and only multilingual podcast on the Broadway Podcast Network — with Season 6 currently in pre-production ahead of a summer 2026 launch.

**130 +
EPISODES
AIRED**

**AUDIENCES IN
50+
COUNTRIES**

**1,900+
FOLLOWERS
ON INSTAGRAM**

TOP COUNTRIES

With a world-wide presence, Backstage Talk's main audiences live in:

- UNITED STATES
- GERMANY
- COLOMBIA
- UNITED KINGDOM
- SINGAPORE
- CANADA

BACKSTAGE TALK ON STREAMING PLATFORMS

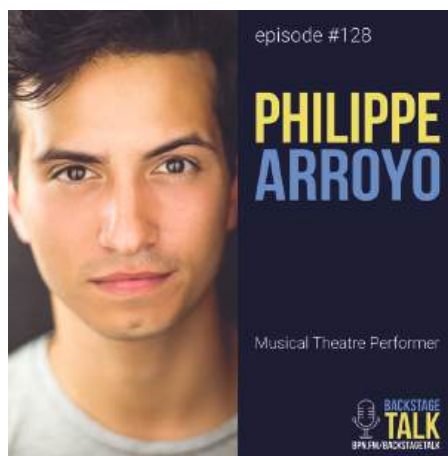
Find Backstage Talk in the following streaming platforms:

- BROADWAY PODCAST NETWORK APP 
- SPOTIFY 
- APPLE PODCASTS 
- AMAZON MUSIC 

BACKSTAGE TALK'S SEASON 5: LATINS IN MUSICAL THEATRE

After the success of Season 3's Latinx in Musical Theatre, Backstage Talk brought the theme back with brand new guests, expanding the possibilities of what Broadway can be.

Throughout the 22 episodes in Season 5, Musical Theatre artists shared their journeys and what their cultural influences have permeated through their craft. Acclaimed actors like Ana Villafaña, Shereen Pimentel, and Philippe Arroyo joined upcoming artists like Matheus Cardoso, Joél Acosta, Valeria Ceballos, and Miguel Gil during the season.



HIGHLIGHTS OF THIS SEASON:

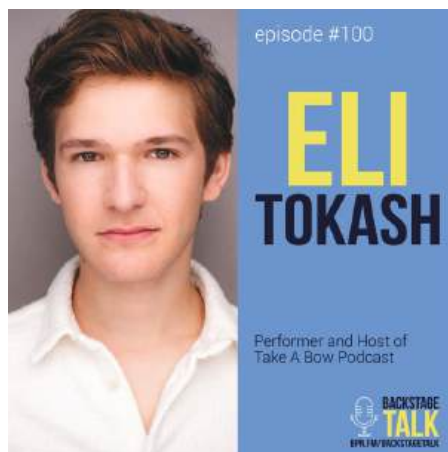
- 22 episodes streaming for this season.
- Artists from over 10 countries were featured.
- Reached 4,000+ listeners across key international markets, including the United States, Germany, Singapore, and Colombia.

BACKSTAGE TALK'S SEASON 4:

Season 4 achieved 5,000+ downloads from an international audience, establishing Backstage Talk not just as a niche theatre podcast, but as a culturally engaged, industry-connected destination with genuine global reach. It was also the first season to feature Broadway influencers and a Tony Award prediction episode, expanding the show's format beyond interviews and into broader industry conversation.

Season 4 launched in February of 2023 and included:

- Ed Bell - Composer & Lyricist
- Dean Cestari - Broadway Actor
- Kristin Stokes - Broadway Actor
- MiMi Scardulla - Broadway Actor
- Amanda LaMotte - Broadway Actor
- Eli Tokash - Broadway Podcaster & Producer
- Tonya Pinkins - Tony Award winning Broadway Actor
- Grace Aki - Broadway Marketer & Influencer Manager



HIGHLIGHTS OF THIS SEASON:

- 21 episodes featured American artists, while 1 episode showcased British talent.
- First season to feature Broadway Influencers and a Tony Award Prediction episode.
- 5,000+ downloads from an international audience, establishing the platform as a culturally engaged, industry-connected destination for Broadway storytelling.

BACKSTAGE TALK'S SEASON 3: LATINX IN MUSICAL THEATRE SPECIAL

While Latino artists were under the spotlight throughout 2021 in movie musicals such as *West Side Story*, *In The Heights*, and *Encanto*, they've been lighting up the Broadway stage way before the early 2000s. Season 3 became the show's most ambitious and most listened-to season to date — 30 episodes, artists from 9 Latin American countries, 23 bilingual episodes, and 8,000+ downloads across North America, Europe, Asia, and Australia. It was a decisive moment that confirmed Backstage Talk's reach extended well beyond Broadway's zip code.

This Season crystalized as a commitment to giving Latino and Hispanic artists working in Broadway and their home countries the platform and visibility their work deserves.



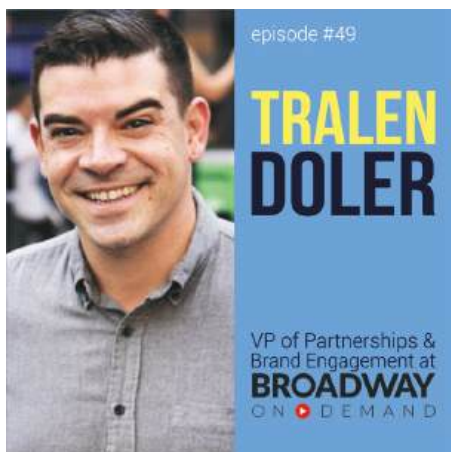
HIGHLIGHTS OF THIS SEASON:

- 23 of the 30 episodes were in both languages.
- Artists from 9 Latin American countries were featured.
- 8,000+ downloads across listeners in North America, Europe, Asia, and Australia

BACKSTAGE TALK'S SEASON 2:

Seeing that audience interest and listenership kept growing, Martín launched Season 2 in July of 2021 which featured, among other guests:

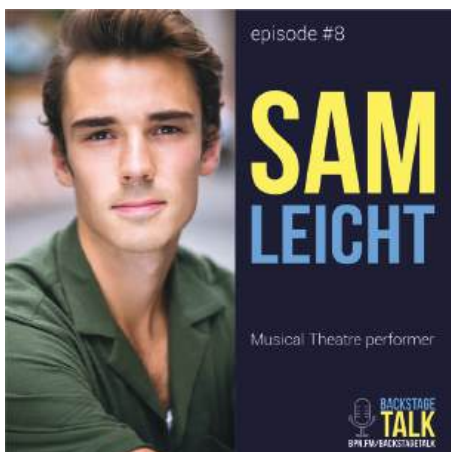
- Telly Leung - Broadway Actor
- Joey Monda - Broadway Producer
- Greg Kotis - Book and Lyrics Writer of Urinetown
- Nathaniel Hill - President & CEO of BroadwayPlus
- Kathy Olsen - Artist Manager & Founder of Encompass Arts
- Reed Luplau - Award-Winning Choreographer & Broadway Actor
- Kenny Ingram - Award-Winning Choreographer & Broadway Actor
- Jason Aguirre - Mexican-American Musical Theatre Director & Choreographer



BACKSTAGE TALK'S SEASON 1: INTRODUCTORY SEASON

Backstage Talk launched in February with 2020 with 30 episodes. Its premiere episode was an introduction from host Martín and his top 5 favorite musical shows. Featured throughout the season were a wide array of artists from around the world and the United States including:

- Sharon Fallon - American Broadway Producer
- Santiago Sanmiguel - Colombian Entertainment Lawyer
- Bonnie Comley - American CEO & Founder of BroadwayHD
- Cameron Tweed - British Actor & 5x World Tap Champion
- Anna Robb - Australian Producer, Founder & CEO of StageLync
- Sam Leicht - American Broadway Actor, Founder & CEO of PrideFit
- JJ Niemann - American Broadway Actor & Social Media Personality
- Ayanna Prescod - American Broadway Critic, Founder & CEO of Relay Influence



BACKSTAGE TALK AT BROADWAYCON

2026

Backstage Talk returned to BroadwayCon, one of the leading Broadway industry conventions in the United States, in January 2026 with the panel *Foreigners: We Get The Job Done*. The event included Broadway stars Julio Rey (*Aladdin*, *Lempicka*, *Bad Cinderella*), Aline Mayagoitia (*Real Women Have Curves*, *SIX*), and Martín Acuña as moderator.

This year, the conversation focused on the current state of Broadway and how immigrant communities are being displayed in today's shows like *Buena Vista Social Club*, *Real Women Have Curves*, and even the Disney classic *Aladdin*. Julio and Aline have had the opportunity to perform on the Broadway stages multiple times and both shared how their heritage—Puerto Rican and Mexican, respectively – has influenced their artistry and craft.



Martín Acuña, Aline Mayagoitia, and Julio Rey
Photography by Rebecca J. Michelson

2025

During the 2025 edition of BroadwayCon, Backstage Talk produced two new panels: *Immigrants: We Get The Job Done* and *Mandy Gonzalez: Live from BroadwayCon*. Both panels drew enthusiastic responses from attendees, reinforcing Martín's standing as one of the industry's most compelling moderators and cultural voices.. Martín was also invited as a guest speaker on *Broadway Amplified: The Intersection of Theatre and Podcasting*.



IMMIGRANTS: WE GET THE JOB DONE

For the first edition of this panel, Martín handpicked three Broadway artists that had a similar path than him: migrating to the United States pursuing the Broadway dream and who landed opportunities where they were able to contribute their skills and talent to the industry.

Australian actor Daniel Assetta, Colombian stage manager Giselle Raphaela, Mexican stage manager Rodrigo Herrera, and Colombian performing arts marketer Martín Acuña shared their journeys to New York City, what they left behind in their countries of origin, and their hopes and dreams for the future.



Daniel Assetta, Martín Acuña, Giselle Raphaela, and Rodrigo Herrera
Photography by Rebecca J. Michelson

MANDY GONZALEZ: LIVE FROM BROADWAYCON

Mandy Gonzalez, the accomplished Broadway, TV, and film actress was invited by Martín for a live episode recording, as part of the roster of the Broadway Podcast Network. During the lively conversation, Mandy shared her beginnings touring with Bette Midler, her Broadway debut in *Aida* (2001), her character Nina in the acclaimed musical *In The Heights* (2008) by Lin-Manuel Miranda, and her most recent role in the award-winning *Sunset Boulevard* (2024) directed by Jamie Lloyd.

During the episode, Mandy also shared surviving breast cancer and how that redirected her life. This episode is available for streaming at the Broadway Podcast Network.



Mandy Gonzalez and Martín Acuña
Photography by Rebecca J. Michelson

BROADWAY AMPLIFIED

Theatre producer Spencer Sher invited podcasters Eli Tokash and Martín to be guest speakers at *Broadway Amplified: The Intersection of Theatre and Podcasting* to share their experiences of navigating the worlds of podcasting and live theatre.

The three of them offered a unique behind-the-scenes look at how their careers working in the theatre as marketers, producers, and performers intersect with their podcasts.



Martín Acuña, Eli Tokash, and Spencer Sher
Photography by Mayra Raphaela

2022

BroadwayCon invited Martín and his podcast, Backstage Talk, to present the first-ever Spanish-speaking panel at the 2022 convention. For the live event, Martín had James Bruenger-Arreguin and welcomed back actress and dancer Ilda Mason from her earlier appearance on the podcast.

A Mexico-born director, Bruenger-Arreguin is a collaborator of Repertorio Español, the renowned theatre company whose productions are most often performed in Spanish and captioned in English, opening doors for new theatergoers regardless of their spoken language. Mason, a Panamá native, most recently played Luz in Steven Spielberg's *West Side Story* feature film, in addition to performing as a Swing in the recent 2020 Broadway revival of the show.

BROADWAY[®]Con

BACKSTAGE TALK

INVITADOS



CON
MARTÍN ACUÑA



JAMES BRUENGER-ARREGUIN



ILDA MASON

SÁBADO, 9 DE JULIO - 3:40 PM
SALÓN DE LA BROADWAY PODCAST NETWORK
HERALD SQUARE SUITE DEL THE NEW YORKER HOTEL



BROADWAY POD FEST 2024

Broadway Podcast Network hosted the first Broadway Pod Fest on Sunday, April 21, 2024 in partnership with the Museum of Broadway.

The afternoon featured a series of live podcast recordings with fan favorites including Broadway's Chip Zien, Titaníque's Marla Mindelle and Constantine Rousouli, Hadestown's Jon Jon and Isa Briones, and more.

Martín was invited to participate in the festival and recorded the only episode inside one of the museum's exhibitions. Former podcast guest and performer Eric Ulloa joined Martín in the West Side Story museum feature to pay tribute to Chita Rivera after her passing, and discuss an initiative that launched that year: renaming a Broadway theatre with her name. In the event of a renaming, this would be the first time a Broadway theatre carries the name of a Latino artist.

**BROADWAY
POD FEST**
CHITA RIVERA TRIBUTE

with **BACKSTAGE TALK'S
MARTÍN ACUÑA**

and **PLAYWRIGHT
ERIC ULLOA**

BROADWAY
PODCAST NETWORK

2:30 PM | SUNDAY, APRIL 21
LIVE FROM THE
WEST SIDE STORY EXHIBIT
*MUSEUM TICKET PURCHASE
REQUIRED*

MUSEUM OF
BROADWAY

DIRECT ACCESS: <https://broadwaypodcastnetwork.com/collections/broadway-pod-fest>

BALLET HISPÁNICO NEW YORK

Ballet Hispánico New York is the nation’s leading American Latino dance company and the largest cultural institution of its kind in the United States. Founded in 1970, it celebrates the richness of Latino culture through performance, training, and community programs.

Recognized by the Ford Foundation as one of America’s Cultural Treasures, under Artistic Director & CEO Eduardo Vilaro, the organization fosters unity by exploring the shared connections that bind us as humans.



Upon relocating to New York City, Martín joined Ballet Hispánico New York, where he has since helped reshape how the company connects with audiences and tells its story across platforms under the supervision of Marketing and Communications director, Veronica Villalpando. One of Martín’s first projects was revamping the organization’s social media strategy, content, channels.

Under Martín's organic social media stewardship, Ballet Hispánico's Instagram audience grew by nearly 50% — from 21,447 to 31,246 followers — reflecting a deepened and expanding connection between the organization and its audiences.

In June of 2025, Martín was promoted to Senior Marketing Manager.

SOCIAL MEDIA IN 2023:

- Instagram Followers: 21,447
- Year Growth Rate on Instagram: 18%
- Organic Impressions on Instagram: 2,192,731

SOCIAL MEDIA IN 2026*:

- Instagram Followers: 31,246
- Year Growth Rate on Instragram: 22%
- Organic Impressions on Instagram: 1,589,174

The following pages are highlights of selected projects and tasks among the various ones Martín has led, supported, or managed.

*as of April 30, 2026

2026 SPRING SEASON

The 2026 Spring Season closed with 6,325 tickets sold, \$234,746 in revenue, and a 4.75% audience increase over an already record-breaking 2025. For *MUJERES: Women In Motion* — a quadruple-bill of works by female choreographers presented at New York City Center — Martín spearheaded a content campaign of over 50 pieces spanning ads, dancer interviews, choreographer profiles, and behind-the-scenes production coverage across organic and paid channels.



READ THE PROGRAM BOOK:

- <https://bit.ly/4wDUhDI>

HIGHLIGHTS OF THE 2026 SEASON:

- Total Season Revenue: \$234,746*
- Total Season Tickets Sold: 6,325*
- 4.75% Audience increase compared to 2025 Season*



"IN CONVERSATION WITH..." PLAYLIST DIRECT ACCESS: <https://bit.ly/4wjuXCP>

"THE SEASON ACTUALLY" DANCER INTERVIEWS DIRECT ACCESS: <https://bit.ly/4d5KLjv>

*as of April 30, 2026

Photography by Steven Pisano (trio), Martín Acuña (Antigone Ad), Rachel Neville (Access Club Ad)

Graphic Design: Martín Acuña

As part of the sales campaign and under the supervision of director Veronica Villalpando, Martín produced a video and photoshoot working with Artistic Director & CEO Eduardo Vilaro and film director Tobin del Cuore to bring to life two out of the four dance works of the season: *Otra Vez, Otra Vez, Otra Vez (Again, Again, Again)* by Stephanie Martínez, and *Trança (Braid)* by Cassi Abranches.

TRANÇA (BRAID) - CASSI ABRANCHES



DIRECT ACCESS: <https://youtu.be/mc4gX66HT6Q?si=PWFrZiXODbkygVMO>

OTRA VEZ, OTRA VEZ, OTRA VEZ (AGAIN, AGAIN, AGAIN) - STEPHANIE MARTINEZ



DIRECT ACCESS: https://youtu.be/FHsxNVs_mys?si=heyozO_auEi8h9Ej

SEASON PRINTED MATERIALS CREATIVES

The following are direct mail pieces that Martín designed and each went to over 30,000 households in New York City.

Folded Direct Mail Piece



Front

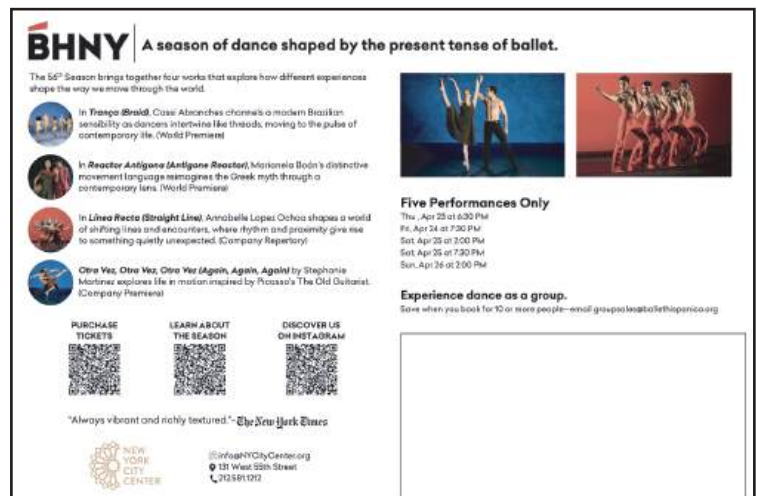


Back

Post Card:



Front



Back

The below is the creative design that Martín produced as Rack Card, which was displayed at the Ballet Hispánico Lobby, New York City Center lobby, and was handed out at company events.



Front



Back

For more information on the 2026 Spring Season, visit <https://www.balletehispanico.org/company/2026-season>

2025 SPRING SEASON

The 2025 Spring Season was Ballet Hispánico's most successful in recent memory — a 34% audience increase over the previous year, 6,038 tickets sold, and \$256,197 in revenue. The season marked two milestones: the company's first-ever brand campaign, and a celebration of the 150th anniversary of Georges Bizet's iconic opera through *CARMEN.maquia*, choreographed by Spaniard Gustavo Ramírez Sansano.



READ THE PROGRAM BOOK:

- <https://bit.ly/4wDUhDI>

HIGHLIGHTS OF THE 2025 SEASON:

- Total Season Revenue: \$256,197
- Total Season Tickets Sold: 6,038
- 14.93% Revenue increase compared to 2024 Season
- 34.05% Audience increase compared to 2024 Season

BRAND CAMPAIGN: LET CULTURE MOVE YOU

As part of the team, Martín supported the production of the *Let Culture Move You* brand campaign. Once the photo and video assets were completed, Martín created a variety of marketing materials like out of home wild postings around the five boroughs, direct mail pieces, paid media ads, organic social media posts, and more.



DIRECT ACCESS: <https://youtu.be/5tAtyEP0f9k?si=erG7eNi8qIDsbzgU>

SEASON CAMPAIGN: CARMEN.MAQUIA

To market the Spring Season featuring *CARMEN.maquia*, Martín led the production of materials with past performance footage and an original mini-series titled: *CARMEN.maquia Unveiled*. The 6-part mini-series brings the work to life with exclusive interviews with the minds behind the dance piece: choreographer Gustavo Ramírez Sansano, set designer Luis Crespo, and Artistic Director & CEO Eduardo Vilaro. Martín filmed, interviewed, and edited the entirety of the mini-series.



DIRECT ACCESS: <https://youtube.com/playlist?list=PLQHYha-HdqSqDP2U7uLOya8L2NDP4FcPB&si=IFCMvUMvomZR8Vww>

Martín also supported the production of the *CARMEN.maquia* video campaign, shot by the same team that worked in the *Let Culture Move You* brand campaign.



DIRECT ACCESS: https://youtu.be/F-591cJrCzU?si=AlmnRUxTo5jg_x8K

SEASON PRINTED MATERIALS CREATIVES

The following are direct mail pieces that Martín designed and each went to over 50,000 households in New York City.

Direct Mail Piece



Front



Back

En Familia/Family Matinee Post Card:



Front



Back

Photography by Laura S Fuchs (Direct Mail Piece Front), En Familia Matinee Photography courtesy of Ballet Hispanico New York - Graphic Design by Martín Acuña

The following is the creative design that Martín produced as Rack Card, which was displayed at the Ballet Hispánico Lobby, New York City Center lobby, and was handed out at company events.



Ballet Hispánico

Eduardo Vilara, Artistic Director & CEO

presents

CARMEN.maquia

NEW YORK CITY SPRING SEASON

May 29 - June 1, 2025



Tickets from \$45
(fees included)



ballethispanico.org

Front



"Always vibrant and richly textured."

- The New York Times

NEW YORK CITY SPRING SEASON

Ballet Hispánico invites you to celebrate the 150th anniversary of Bizet's opera and our 55th Emerald Anniversary with Gustavo Ramirez Sansano's *CARMEN.maquia*.

Bizet's *Carmen* has seen countless interpretations since 1875, but never like this. Picasso once said *Carmen* was as untamable as a bull. *CARMEN.maquia*, inspired by *tauromaquia*—the art of bullfighting—brings a fresh, innovative lens to the classic portrayal of this legendary figure. This full-length ballet invigorates the timeless tale with unrelenting energy, leaving you breathless.

Don't miss our crowd favorite *En Familia/Family Matinee* where Artistic Director & CEO Eduardo Vilara guides you through some of our most iconic repertory excerpts. Prepare to join in the fun, dancing and immersing yourself in the richness of Latino/e cultures.

THU MAY 29 | 6:30 PM *GALA PERFORMANCE - CARMEN.maquia*

FRI MAY 30 | 7:30 PM *CARMEN.maquia*

SAT MAY 31 | 2:00 PM *EN FAMILIA / FAMILY MATINEE*
Venture into a captivating exploration of new repertory excerpts, narrated by the visionary Eduardo Vilara, Artistic Director & CEO.
All tickets \$25 (fees included)

SAT MAY 31 | 7:30 PM *CARMEN.maquia*

SUN JUNE 1 | 2:00 PM *CARMEN.maquia*



USE CODE BHRK

TO SAVE 15% ON SELECT SEATS
WHEN YOU PURCHASE TICKETS.

More saving for groups of 10 or more.

Info@NYCityCenter.org

Programming subject to change.

Our season is made possible by the Melville Foundation, the RBC Foundation USA, and the New York City Council.

The *En Familia* matinee performance is made possible thanks to the generosity of the RBC Foundation USA and New York City Center.

nycitycenter.org

 212.581.1212

 131 West 55th Street

Back

For more information on the 2026 Spring Season, visit <https://bit.ly/bhspringseason2025>

Photography by Laura Fuchs - Graphic Design: Martín Acuña

25

2025 BAAND TOGETHER DANCE FESTIVAL

The BAAND Together Dance Festival is a celebration of dance with performances from New York City's five top dance companies: Ballet Hispánico, Alvin Ailey Dance Theater, American Ballet Theatre, New York City Ballet, and Dance Theatre of Harlem. Martín supported the event on two fronts: the organic promotion of the event via social media and email marketing, and Ballet Hispánico's merch stand during the performances.

Launched outdoors in 2021, the festival has now moved into the David H. Koch Theater at Lincoln Center.

The Ballet Hispánico marketing team worked alongside their counterparts at Lincoln Center and the four dance companies to promote and market the festival which is known to sell out in about 48 hours every year.



*WATCH THE FESTIVAL'S HIGHLIGHTS: <https://www.youtube.com/watch?v=C-ICGMIRXX8>

2024 SPRING SEASON

The 2024 Spring Season delivered a 44% audience increase over 2023, with 4,504 tickets sold and \$222,906 in revenue. Celebrating Artistic Director & CEO Eduardo Vilaro's 15th anniversary leading the company, the season featured the world premiere of Vilaro's *Buscando a Juan* alongside works by choreographers Annabelle Lopez Ochoa, Gustavo Ramírez Sansano, Michelle Manzanales, and Pedro Ruiz. Press coverage recognized it as a landmark moment for the company and for New York's performing arts landscape.

READ THE PROGRAM BOOK:

- <https://bit.ly/3Rzzgtv>

HIGHLIGHTS OF THE 2024 SEASON:

- Total Season Revenue: \$222,906
- Total Season Tickets Sold: 4,504
- 1.12% Revenue increase compared to 2023 Season
- 44.17% Audience increase compared to 2023 Season



Photography by Rosalie O'Connor, Courtesy of Ballet Hispánico New York.

SEASON MARKETING PHOTOGRAPHY

The 2024 Season was comprised of three dance works: *Buscando a Juan* (World Premiere), *House of Mad'Moiselle* (Restaging), and *18+1* (Company Repertory). Two out of the three works didn't have original studio photography or updated stage imagery, therefore Martín was selected to produce his first photoshoot with the organization in January of 2024.

Under the creative direction of Artistic Director & CEO, Eduardo Vilaro, and strategic direction of director Veronica Villalpando, Martín produced a photoshoot that would go out into digital and physical markets. From sourcing the photographer to building the run of day, Martín worked with Benjamin Rivera on the key creatives that would later be used in the program book hero image, paid media ads, and organic media channels, among other uses.



SEASON MARKETING MATERIALS

The following marketing materials that Martín designed to market the season on organic social media, paid media, printed materials, and more.



2024 BAAND TOGETHER DANCE FESTIVAL

As mentioned before, BAAND Together Dance Festival is an annual celebration of American dance, that gathers the most recognized dance companies in New York City under the same roof. This was Martín's first time collaborating with the Lincoln Center and other companies' Marketing teams.



*WATCH THE FESTIVAL'S HIGHLIGHTS: <https://www.youtube.com/watch?v=1HlqmwKnYaU>

THE BALLET HISPÁNICO SCHOOL

The Ballet Hispánico School is a beacon of excellence in dance education, igniting the passion for movement in countless young artists. With a legacy spanning 55 years, the school stands as a testament to the transformative power of dance in shaping both individual lives and the broader artistic landscape.

Martín and the Marketing department work closely to promote the School's programs, which vary from classes for dance enthusiasts to the pre-professional and professional program known as The Academy / La Academia.

Martín has had the chance to work closely with School Leadership on producing class photoshoots for marketing purposes and graphic design for various printed and digital materials.

2026 SIZZLE REEL

As part of the marketing endeavors for the fiscal year 2026, Martín collaborated with filmmaker Tobin del Cuore and school director Blanca Huertas to create an updated video reel for The Ballet Hispánico School. Martín managed production aspects like creation and distribution of production documents and vendor management, among others.



***WATCH THE VIDEO REEL:** https://www.youtube.com/watch?v=VZhBYIWP_6U

THE BALLET HISPÁNICO SCHOOL

PHOTOGRAPHY

Since starting at Ballet Hispánico New York, Martín has been the primary photography support for the School. His images have been used in printed and digital program books, brochures, magazine articles, and press releases and more. The below are examples of imagery from school programs and ages.



BALLET HISPÁNICO LIVE EVENTS

Besides working backstage at a plethora of organizational events, Martín has been selected by Artistic Director & CEO Eduardo Vilaro to moderate post-show talks, panels and discussions, or do live translation from Spanish to English, increasing Martín's public-facing visibility..

2026 - SEASON POST-SHOW TALK

For the closing performance of the 2026 Spring Season at New York City Center, Mr. Vilaro asked Martín to moderate a post-show talk with Company dancers Francesca Levita, Andrea Mish, and Mia Bermudez.



2026 - CHOREOGRAPHIC INSTITUTE POST-SHOW LIVE TRANSLATION

During Marianela Boán's culminating event of the Choreographic Institute residency with Ballet Hispanico, Martín did live translation from Spanish to English.



Artistic Director & CEO Eduardo Vilaro, Cuban choreographer Marianela Boán, and Martín Acuña.

2025 - DIÁLOGOS PANEL MODERATION

As part of the Diálogos (Dialogues) program at Ballet Hispánico, Martín moderated a live panel with Artistic Director & CEO Eduardo Vilaro, New York City Department of Education Superintendent Kristy De La Cruz, and New York State Senator José M. Serrano as guests. The role of arts education in New York schools was part of the central theme of the conversation.



Martín Acuña, Senator Serrano, Superintendent De la Cruz, and Artistic Director & CEO Eduardo Vilaro.

2025 - SEASON POST SHOW TALK

For the last performance of CARMEN.maquia in the 2025 Spring Season, Martín joined by Company Dancers Amanda Ostuni and Amanda del Valle in a panel discussion about embodying the lead character Carmen.



2025 - GUGGENHEIM'S WORKS & PROCESS

The Guggenheim Museum New York's Works & Process invited Ballet Hispánico to perform excerpts from repertory works by Graciela Daniele, Alejandro Cervera, and Matthew Neenan focused on the intersection of Tango and Orphism. As part of the panel discussion, Artistic Director & CEO Eduardo Vilaro asked Martín to do a live translation of choreographer Alejandro Cervera's comments.



Artistic Director & CEO Eduardo Vilaro, Argentinian choreographer Alejandro Cervera, and Martín Acuña.

2024 - SEASON POST SHOW TALK

Martín joined Artistic Director & CEO Eduardo Vilaro, Choreographer Annabelle Lopez Ochoa, and Scenic & Lighting Designer Christopher Ash for a panel discussion about the works performed during the 2024 Spring Season.



PAST PROJECTS

Completed projects and ventures that Martín has worked on include:

BLACK HEART

Black Heart's goal is simple, to create an agency that is built on the principles of the Black community: amazing storytelling, innovative thinking, anti-racist beliefs, a commitment to lifting up our clients, our neighbors, and each other.

The agency is owned by the workers that founded it, a cross-section of some of the best and brightest working in XR, film, communications, and technology. Black Heart is proudly a Black-owned and led business dedicated to centering Black creators and stories.

Black Heart's team will bring the knowledge of their chosen professions and life experience to give clients an unparalleled experience. Black Heart is here for the hard stuff, always with the heart on their sleeves, and truth in their heart.



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

With the team, they have 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.

Alongside of the Black Heart team, Martín has developed the content strategy and development of Kolibri's communications efforts on several social media platforms.

BLACK HEART - KOLIBRI FOUNDATION PROJECT

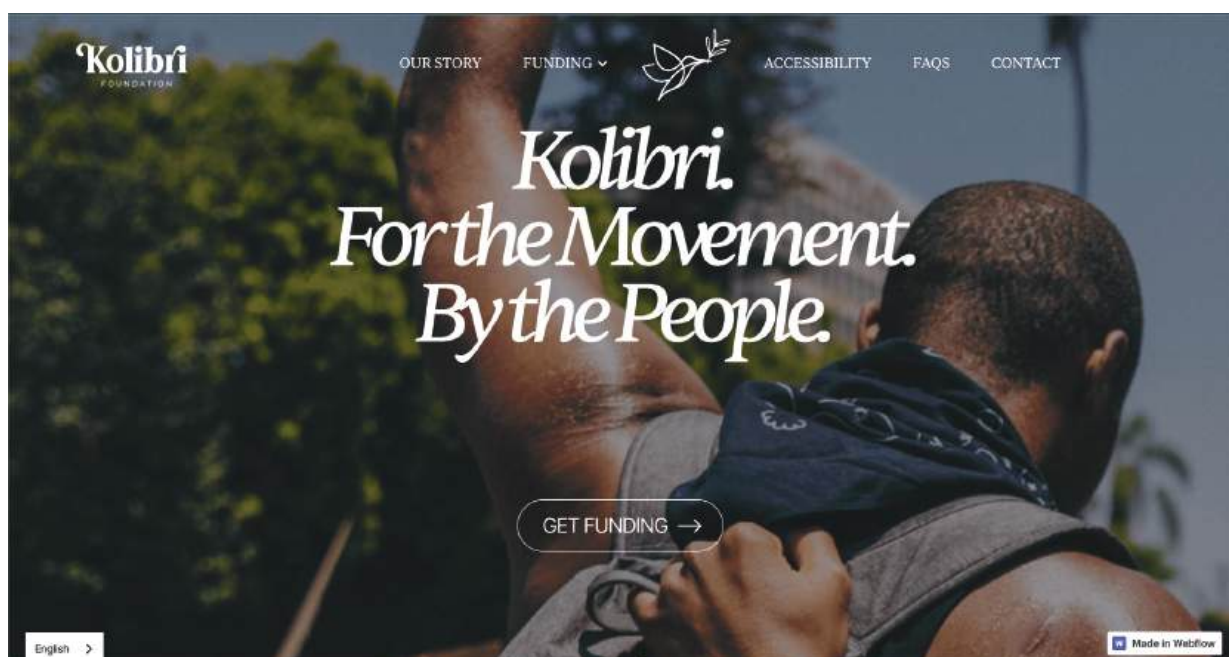
Kolibri Foundation was established in 2019 by Eileen, Leo, and Steve Farbman out of the Farbman Family Visionary Fund.

By 2020, They embarked on a year-long dreaming and structuring process with movement leaders Lorraine Ramirez, Thenjiwe McHarris, and Cara Page. Cara and Thenjiwe continue to serve on their growing Board.

They come to this work as a multi-racial, multi-class, multi-ability team with lived experiences as survivors of systemic and interpersonal violence. They imagine philanthropy as a transformative experience that extends beyond financial contribution to promote dynamic allyships that are aligned within their spiritual and political imperatives.

Kolibri strives to solidify structures that will have an impact beyond the lifespan of the foundation and leave behind field-wide resources of knowledge, new funding streams, and most importantly people willing to be transformed in service of liberation.

FOR MORE INFORMATION VISIT: <https://www.kolibrifdn.org/>

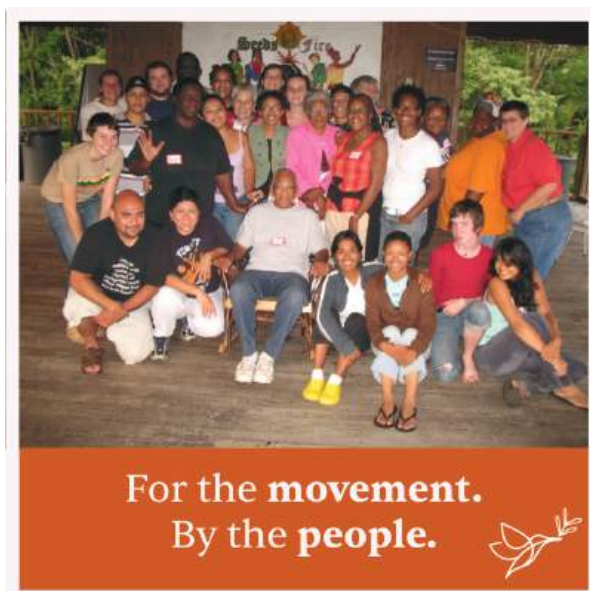


KOLIBRI FOUNDATION PRESS RELEASE EXCERPT

"Movement-led Kolibri Foundation Launches Inaugural Grantmaking Cycle with dedicated \$27 Million Available in Support Funds Over the next 5 Years.

With \$5.2 million confirmed in support funds for 2022, proposals for the Summer 2022 Cycle can be submitted beginning July 1 from organizations working to address root causes and impacts of structural state and interpersonal violence.

Washington, DC (June 19, 2022) – Kolibri Foundation offers grants and instrumental support to mobilize BIPOC-led organizations that focus on healing and ending systemic/interpersonal violence in their communities. Established in 2019 by Eileen, Leo, and Steve Farbman out of the Farbman Family Visionary Fund, Kolibri was established with the explicit intent to amplify the impact of Black, Indigenous, and People of Color who are elevating the organizing work of women, queer and trans, gender nonconforming, intersex, and working class communities."



*FULL PRESS RELEASE AVAILABLE HERE: https://bit.ly/MAC_BHEKF

OUTCOMES ROCKET NETWORK



"Outcomes Rocket proudly announced it had been acquired by the hugely successful healthcare podcast production platform, Smooth Podcasting, as part of an overall effort to expand its healthcare podcast network and audience reach on September 2022.

"We're extremely happy to become a part of the Smooth Podcasting family," said Saul Marquez, Outcomes Rocket founder and host. "It allows us to reach more listeners and become part of an ever-growing conversation around healthcare and healthcare topics."*

As part of **Smooth Podcasting**, Martín was responsible for the onboarding and launch process of several shows that are now part of the network. The onboarding process begins with the show conceptualization and includes identifying elements like audience demographics, show objectives, and episode content all the way through its final publication.

Upon the launch of a new episode, it's time for content management to come into play, where Martín oversees show notes, transcripts, and videogram development, followed by other asset and quality assurance processes.

*FULL PRESS RELEASE AVAILABLE HERE: <https://prn.to/3FsOylx>

*FOR MORE INFORMATION ON THE OUTCOMES ROCKET NETWORK VISIT: <https://outcomesrocket.health/>

OUTCOMES ROCKET NETWORK

In the six months since the Outcomes Rocket Network was announced, Martín has supported the team in launching four new podcasts:



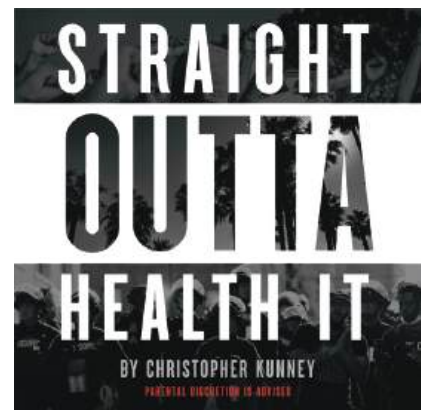
HIGHLIGHTS OF THE NETWORK:

- +/- 9 episodes released per week.
- 10 existing shows aired and more coming!
- +/- 60,000 downloads per month and a total of more than 3 million downloads since 2018.

SMOOTH PODCASTING (NOW 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.

Among his duties as a Content Manager, he has successfully launched the following podcasts:

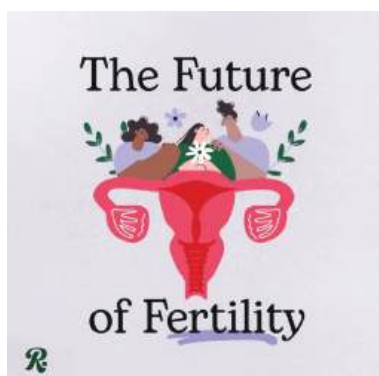
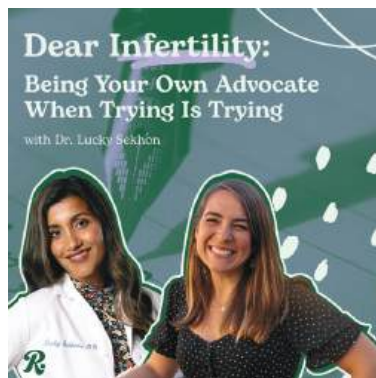


SMOOTH PODCASTING (NOW OUTCOMES ROCKET)

As a Content Manager, Martín creates the digital assets and collateral for the shows he works on. Since his beginnings as a writer until today, he handles the following for each of his clients:

- Show Notes - consists of episode summaries, guest bios, key takeaways, resource lists, and SEO descriptions.
- Transcripts - uses AI-equipped platforms like Sonix to generate transcripts and increase accessibility and SEO.
- Videograms - interactive 30-50 second videos with key audio snippets.
- Blogs - Varying lengths of texts according to client needs and goals.

SHOWS THAT MARTÍN HAS SUCCESSFULLY DONE CONTENT MANAGEMENT FOR INCLUDE:



SMOOTH PODCASTING (NOW OUTCOMES ROCKET)

OTHER DUTIES INCLUDE:

- Quality check and proofreading
- Internal team organization
- Client Management
- Content ideation

POSITION HIGHLIGHTS:

- 9 podcast shows successfully launched
- Content Management for 19 podcast shows
- Average of 12+ episodes completed weekly

FOR MORE INFORMATION ABOUT SMOOTH PODCASTING, PLEASE VISIT:
www.outcomesrocket.com



WHAT'S UP BROADWAY? PODCAST

Martín joined forces with theatre critic and now Broadway Social Media Manager Ayanna Prescod and theatre critic Dr. Christian Lewis to kickstart the new theatre news podcast **What's Up Broadway?** in August of 2021.



From show openings, and what's trending on "theatre Twitter," to Broadway star interviews and more, What's Up Broadway? is a one-stop-shop for all of the Broadway news and chatter.

Spanning roughly eight months on air, the show has received over 25,000 downloads worldwide.

FIND THE SHOW HERE: https://bit.ly/MAC_WUB

NEUROBUSINESS - BOGOTÁ, COLOMBIA

Martín worked with **Neurobusiness** as their Community, Content, and Social Media manager for a year between 2020 and 2021. As a Colombian-based neuroscience applied to marketing agency, neurobusiness worked with different healthcare companies throughout Latin America.

Here, Martín developed the content strategy on socials for both the company and Daniel Castro, Neurobusiness' CEO. This included social media profiles, client partnerships, and internal projects related to communications/event production such as Neurobusinesses' TVE webinar series.



POSITION HIGHLIGHTS:

- 23 webinars produced in the span of 5 months.
- 99% follower growth rate for Daniel's instagram profile over the course of 1 year.
- 190% follower growth rate for the Company's Instagram profile over the course of 1 year.

BOONET - BOGOTÁ, COLOMBIA

As part of his communications BFA, Martín participated in a 7-month internship with Colombian streaming platforms **Boonet** in their Community Management position.

Known as the “Colombian Netflix”, Boonet offers a catalog of movies and series produced in Hispanic countries, lifting the work of Latin American artists in the film and TV industry.



POSITION HIGHLIGHTS:

- 59% follower increase on the company's Instagram profile over 7 months.
- Successfully streamed the 2020 edition of the Colombian Film Festival of New York.*
- 22 digital communications campaigns successfully executed for the same number of contents.

*FIND MORE ABOUT COLFILMNY HERE: <https://colfilmny.com/>

*FIND MORE ABOUT BOONET HERE: <http://boonet.co/>

CONTACT INFO

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

- **WHATSAPP:** +1 (332) 867 - 6322
- **WEBSITE:** www.themartinacuna.com
- **INSTAGRAM:** <https://www.instagram.com/themartinacuna/>
- **LINKEDIN:** <https://www.linkedin.com/in/themartinacuna/>