

JOE RALPH (J.R.) MARTINEZ

2844 May Street
Fort Worth, Texas 76110
(817)455-6422
jr@kennethjones.com

CAREER

Background: **33 years *Sales / Marketing* experience including
Over 15 years within the *Communications / Advertising Industry***

Professional Strengths:

- Excellent communication and interpersonal skills; able to build and maintain strong, long-term business relationships.
- Demonstrated ability to generate increased revenues through exceptional lead generation, development of existing customer base, and budget expansion.

Areas of Expertise:

- Market Research and Analysis
- Prospecting / Networking for New Accounts
- Identifying Customer Needs
- Developing and Delivering Effective Sales Presentations for Senior Level Management
- Overcoming Objections / Closing the Sale

EDUCATION

Education: **TEXAS WESLEYAN UNIVERSITY**
Fort Worth, TX
Bachelor of Science and Humanities
Major: **Mass Communications (Radio / TV)**
Undeclared Minor: **Advertising / Public Relations**

LEADERSHIP

Affiliations: National Association Of Hispanic Real Estate Professional (NAHREP) –
Board Of Directors – 2011 – 2015 2014 Secretary

NAHREP Fort Worth – Board Of Directors – 2017 - 2018

NAHREP North Texas – Board Of Directors – 2013 – 2016

VAREP Member – 2018 – Present

Fort Worth Independent School District Board Of Trustees – 2012 -2013

City Of Fort Worth Building Standards Commission – Commissioner
2009 – 2012

City Of Fort Worth Board Of Adjustment Residential – Commissioner –
2015 - Present

Greater Fort Worth Association Of Realtors (GFWAR) – Past President -
Board Of Directors 2012 – 2019

Texas Association Of Realtors Board Of Directors – 2018 – Present

FWISD Redistricting Committee, 2011

FWISD Advisory Committee 2005 – 2009

Si Se Puede Stay In School Conference – Volunteer Committee
(Many Years Participation)

Tarrant County Aids Interfaith Network – Past Board Member

Shakespeare In The Park/Stage West – Past Board Member

Allied Theatre Group – Past President

Texas Wesleyan University Alumni Association - Board of Directors
- President, 1995 to 1996

Lambda Chi Alpha Fraternity Advisor at TWU

Mentor - Trinity River Mission in Dallas

Boy Scouts of America
Aguilar District - Past Chairman
Scout Reach District Chair – 2016 - Present

Nolan Catholic High School Alumni Association – Past Chair
J.M.S.L. Neighborhood Past President

DFW National Association Of Hispanic Real Estate Professionals
- Past President

HUD/City Of Ft. Worth Housing Summit Committee

PROFESSIONAL EXPERIENCE

9/10 – Present

Kenneth Jones Real Estate – Ft. Worth, Texas
Licensed Broker Associate
Executive Vice – President

Responsibilities include residential and commercial market research for clients. Develop marketing strategies for sellers to aid in selling real estate and representing buyers in a transaction.

10/05 – 9/10

J.J. Robb Real Estate Services – Ft. Worth, Texas
Licensed Realtor

Responsibilities include residential and commercial market research for clients. Develop marketing strategies for sellers to aid in selling real estate and representing buyers in a transaction.

7/89 – 1/05

KFWD-TV 52 - Dallas, Texas
Local Sales Supervisor (12/03 – 1/05)
Senior Account Executive (11/93 – 12/03)
Account Executive (7/89 - 11/93)

Responsibilities included media research, media sales service, client research and service. Duties also include ratings analysis, competitive station analysis, and product category research, as well as public relations. All these responsibilities geared toward final goal of generating revenue for the station.

Accomplishments:

- Developed / implemented training program for new account executives.
- Improved public awareness by matching customer needs with time slots and programs targeted toward viewing audiences ... end result - significant revenues for customers and KFWD.

7/87 - 7/89

TROPICAL GREENERY NURSERY - N. Richland Hills, Texas
Salesperson/Plant Maintenance

INTERNSHIPS/ADDITIONAL WORK EXPERIENCE

1/89 - 5/89

KTVT-TV 11 - Fort Worth, Texas
 Sales Department

Responsibilities included media research, media sales service, client research, client service, rating analysis, competitive station analysis, product category research, and sales assistance.

5/87 - 8/87

HALTOM CITY CABLE TASK FORCE - Fort Worth, Texas
 Performed camera work and editing.

AWARDS

Recipient of the 2017 Texas Realtors Strike Force Award

Recipient of the 2013 NAHREP North Texas Ernie Reyes Award

Recipient of the 2009 DFW NAHREP President's Award

Eagle Scout - 1985

DESIGNATIONS

Graduate REALTOR Institute, Accredited Buyers Representative, Seller Representative Specialist, Graduate Of Texas REALTOR Leadership

REFERENCES AVAILABLE UPON REQUEST