Good work takes a team.

Martin Rocha
Creative Director
Brand, Campaigns, Culture & Experience

Creative leadership across culture, entertainment, retail and experience. Working with multidisciplinary teams to bring ideas to life at scale.



Campaigns
OOH
Experiential
Retail
Content
Photography
Video
Apparel
Product
Environments
AI Workflows

$1.5B
Forbes-estimated company valuation

#1
Best-selling cannabis brand in America

70+
Owned retail locations

1,600+
Dispensary doors

MARTIN ROCHA
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Creative people.
A brighter tomorrow.

Experience

STIIIZY

Creative Marketing Director

February 2022 – Present | California

Best-selling cannabis brand in America.

Part of the leadership team behind STIIIZY, helping guide creative and marketing across 70+ owned retail locations and 1,600+ dispensary doors. Work spans brand campaigns, product launches, retail environments, cultural activations and always-on content.

- Partners with executive leadership, marketing, trade and retail teams on integrated campaigns across OOH, digital, social, retail and experiential.
- Helps oversee creative production including photo, video, talent and creator partnerships.
- Collaborates with internal teams and external agencies on key art, campaigns and brand systems.
- Supports major cultural activations including Rolling Loud, ComplexCon, EDC and Outside Lands.
- Manages budgets, timelines and multiple concurrent campaign calendars.
- Implements AI-enabled creative workflows to increase speed and output.

Selected Impact

Brand Growth
70+ owned retail locations and 1,600+ dispensary doors nationwide.

Cultural Moments
Creative across Rolling Loud, ComplexCon, EDC and Outside Lands.

Integrated Campaigns
Billboards, digital, social, retail, content, experiential and product at scale.

Creative Organization
Part of a 25+ person multidisciplinary team with an extended network of creative partners.

Earlier Experience

IKON
Partner & Creative Director
2018 – 2021

VAPEVO / BLACK MVRKET
Creative Director
2016 – 2019

VPRS
Owner & Creative Director
2013 – 2018

THE VAPORS
Owner
2013 – 2016

BREEZY EXCURSION
Art Director
2009 – 2013

INDEPENDENT
Creative Consultant
2021 – February 2022

Capabilities

Creative Direction
Integrated Campaigns
Art Direction
Key Visual Systems

OOH / Large Format
Digital / Social
Experiential / Live Events
Retail Environments

Photography / Video
Talent & Creator Direction
Apparel / Merch
Product Launches

Agency & Vendor Leadership
Budget Management
Executive Presentations
AI Creative Workflows

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Same curiosity.
Bigger platforms.