

MARTIN ELFERS

CREATIVE DIRECTION, DESIGN + MOTION

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work samples
martinelfers.com

PROFESSIONAL SUMMARY

Creative Director, Designer, and Videographer with extensive experience shaping visual direction across editorial, branding, and multimedia platforms. Skilled in developing cohesive brand identities, elevated layouts, and high-impact campaigns while producing video content from concept to final edit. Combines strategic creative thinking with hands-on execution and a proven record of leading, mentoring, and managing design teams. Adept at delivering polished, deadline-driven work across print, digital, and video for a wide range of clients and industries.

2019-2026

CREATIVE DIRECTOR , DESIGNER & VIDEOGRAPHER (Contracted)

Provide comprehensive creative direction and design services for diverse clients, drawing on extensive experience in editorial layout and cover design. Create compelling brand identities, marketing materials, and promotional campaigns while producing video content from concept through post-production. Combine high-level creative strategy with hands-on execution, and leverage proven strengths in leading and mentoring creative teams to deliver polished, impactful work across print, digital, and multimedia platforms.

2017-2019

SENIOR ART DIRECTOR SANDOW MEDIA

Led creative direction for all Luxe Interiors + Design print titles. Oversaw layout, design systems, and visual standards while managing and mentoring the design team. Collaborated with editorial and marketing departments to maintain brand consistency and elevate the magazine's luxury aesthetic across every issue and touchpoint.

2006-2017

GROUP CREATIVE DIRECTOR AMERICAN MEDIA

Oversaw the creative vision and production of multiple national print and digital titles, including Star, The National Enquirer, Globe, and various special interest publications across entertainment, lifestyle, health, and fitness. Directed redesigns, new concepts, and ongoing editorial packages while ensuring workflow efficiency, design accuracy, and on-time delivery. Managed design and copy teams, coordinated art direction with editors, and hired and developed creative talent.

2003-2006

ART DIRECTOR AMERICAN MEDIA

Worked closely with editors and the creative director to guide the design of three major celebrity titles. Directed a team of designers and supported AMI's growing digital initiatives, partnering with developers to create tablet and mobile content. Helped present and prototype a custom app concept to the executive board.

2000-2003

SENIOR DESIGNER AMERICAN MEDIA

Contributed to the visual identity and layout direction of national publications, presenting new design approaches and innovative photo usage. Continued developing strong editorial design judgment and conceptual storytelling through layout.

1996-2000

DESIGNER & RETOUCH GLOBE COMMUNICATIONS

Joined the company while still in University and advanced to a full-time role designing layouts and performing high-level photo retouching across multiple titles and corporate materials. Continued with the company after its acquisition by American Media in 2000.

PROFICIENCIES

Adobe CC, InDesign, Photoshop, Illustrator, InCopy, Acrobat, Word, Pages, Higgssfield, Logic Pro, Suno, Woodwing, K4 systems, IDS photo management

EDUCATION

Bachelor of Fine Arts Florida Atlantic University
Preliminary design studies @ University of Heidelberg, Germany

LANGUAGES

Fluent English + German

INTERESTS

Architecture, furniture and industrial design, photography, film, music, fitness.
+ Fun Fact – I've been playing and recording music since I was a teenager, now, in rare times of stillness you can find me in my studio keeping my guitar chops up to par or zoning out on a vintage synth!