



Marcel Martin

Program Specialist



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Baltimore, Maryland, NYC



[Press & Media Links](#)

Executive innovator specializing in culturally responsive solutions across healthcare, entertainment, nonprofit, and education sectors. Known for bridging creative technology with community needs to design scalable, data-informed programs that improve equity, engagement, and access. Skilled in user testing, data-informed design, and product development. Known for translating vision into scalable tools, surveys, and systems that increase engagement, retention, and equity. Experienced in youth-centered design, AI-based learning apps, and nonprofit integration strategy.

RECENT WORK

Program Specialist – Center For Hope/ Kuji

LifeBridge Health – Baltimore, MD | 2022 - Present

Designed a trauma-informed creative media program integrated into a healthcare system to track youth well-being and social determinants of health. Developed UX-informed surveys, program feedback loops, and SEL-aligned curriculum that supported longitudinal data collection and engagement metrics.

Blakwater Production House - Founder / Director | Baltimore, Maryland 2020 - Present

Launched and led a creative technology and production company offering studio design, artist development, and program integration for community-based organizations. Oversaw UX research and user engagement surveys to refine programming across multiple city sites. Directed large-scale music scoring projects for streaming platforms (e.g., Cartoon Network, Max), while developing tech-based initiatives like the award winning LYRNSTUDIO MVP APP, an AI-powered music learning platform.

CORE COMPETENCIES

STRATEGIC LEADERSHIP

Program Design • Innovation Strategy • Curriculum Development • Advisory • Cross-Functional Team Management • Vision Execution

FUNDRAISING & PARTNERSHIPS

Grant Writing • Donor Engagement • Public-Private Partnerships • Crowdfunding Campaigns • Budget Management

PROGRAM OPERATIONS

Nonprofit Development • Community Engagement • Workshop Facilitation • Trauma-Informed Models Impact Evaluation • UX Informed Data

CREATIVE TECHNOLOGY & MEDIA

Music Scoring (TV/Film) • Audio/Video Editing • Studio Systems Design • AI-Integrated Product Concepts • Digital Audio Workstations (Pro Tools, Logic)

PROGRAM DEVELOPMENT (LINKS)

- DC GRAMMY CHAPTER ADVISOR
PHILANTHROPY & ENTERTAINMENT (2020)
- KARIZ KIDS YOUTH ENRICHMENT SERVICES
NATIONAL AFTER-SCHOOL PROGRAM (2009-2018)
- ONE BEAT INTERNATIONAL AWARDEE
US STATE DEPARTMENT ARTIST PROGRAM (2019)
- PROCUREMENT DEVELOPMENT GRANT/BXP
T. ROWE PRICE FOUNDATION (2022)
- PROGRAM DEVELOPMENT GRANT-
ROBERT W. DEUTSCH FOUNDATION (2020)
- NEW MUSIC USA GRANT AWARD
BLAKWATER STUDIO EXPANSION (2023)
- KUJI YOUTH RADIO PROGRAM (OJJDP GRANT)
CURRICULUM DESIGN / LIFEBRIDGE HEALTH (2023)
- INTERNATIONAL CULTURAL EXCHANGE GRANT
THE CITIZEN DIPLOMACY ACTION FUND (2021)
- MUSIC THERAPY PROGRAM/ ROC NATION NYC SCHOOLS
CURRICULUM DESIGN, TARUMA-INFORMED MODEL (2023)
- PRODUCER, "SOU SOU" BY JIDENNA - #39 BILLBOARD RELEASE
YOUTH PROGRAM ALUMNI COLLABORATION (2019)
- COMPOSER - IYANU: CHILD OF WONDER ANIMATION
CARTOON NETWORK, MAX (2025)
- BALTIMORE HACKATHON WINNER - 2017
GRAND PRIZE/ CIVIC, 3RD PLACE/ SOFTWARE CATEGORY