

Nelson Martinez was born and raised in Brooklyn, NY from Puerto Rican parents who decided to pursue the American dream in relocating to NYC leaving their parents in finding a good income job to raise a family. Nelson was born on June 29, 1963, the year JFK was assassinated, the fifth child of six children where gang wars occurred between the Fort Greene and Farragut projects until he was six. His family later moved from the projects to a better neighborhood living in a private house near Williamsburg, Brooklyn. There as an adolescent, Nelson grew up playing all kinds of sports until he once again moved to the "Junction " nearby Flatbush and Brooklyn College in 1978. Between the years of 1978 and 1981 as a young teenager, Nelson would host all kinds of house parties as he grew passionate to music, playing his boombox, going roller skating, nightclubs and supporting break dancers with his friends and hosting house parties as the DJ playing 45s, LPs and cassette tapes in his parent's apartment as it would later become a huge part of his life while in High School and afterwards in the US Air Force.

During his military career, Nelson's passion in sports grew further competing as a softball player/coach capturing four individual championships playing in four different teams through the next 30 plus years traveling all over the country and different parts of the world to include South Korea, Guatemala, and England while sending mixed tapes to soldiers during Operation Desert Storm and Desert Shield in Iraq dating back in the early 90s. In music he was a DJ first playing at a nightclub in South Korea, on the military base in Massachusetts and at the Marriott Hotels all across Boston and other surrounding cities, on Wall Street in Manhattan, New York, and at nightclubs in South Beach, Florida.

As he completed his 30 years as a Master Sergeant, he would continue to DJ at clubs in South Beach/Miami Beach, Florida and later deploy to hostile territories in Iraq, Afghanistan, Africa and Kuwait as a Contractor. In that period of time, Nelson had sufficiently funded the launch of his record label, Trigga Entertainment, LLC in 2009 in keeping abreast with the Music Industry signing various recording artists in making a better impact in promoting them from the ground up.

From 2010-2015, his recording artists, YOVANNI and Miratti were his main focus which was one of his main reasons to want to relocate from Miami to Los Angeles in June 2014 after his 20 year residency in promoting them to his fullest potential at the Entertainment Capital of the World. With dual membership as a Gammy and Latin Grammy member, he hired Alex Carmenates aka DJ Cubanito from Salsamania Productions in Houston, Texas and the multi-talented Klubjumpers, a brother duo in remixing, production and radio. YOVANNI was Nelson's first break through when he released the powerful, "Hello" video that debuted at #13 on DJ Times Magazine and various other DJ charts worldwide.

Dave Cannalte of Promo Only, the nation's largest provider of promotional content gained notice and has been supportive by Nelson's side since day one. Along with many of his DJ

friends, his so called, "Hermano", Bjorn de Water and his partner, Simon Nappier-Bell of Snap-B located in the Netherlands & London, England who have managed recording Artists such as Wham, George Michael and Sinead O'Conner gave Nelson worldwide acclaim. And in January 2015, Miratti, a Latin-Pop group originally from Mexico raised the bar even higher with their debut song, "La Noche Provoca". The song debuted at # 5 on DJ Times Magazine Latin Dance Charts which is unheard of for a new group with over 33,000 subscribed Latin DJs who have featured the song on radio, clubs and parties around the world with a recent video of one DJ playing the song in France raising eyebrows on social networks such as Facebook, Twitter and Instagram. They also had a huge fan base in Mexico. Salsamania Promotions, Promo Only & Kings of Spins have provided Nelson with great feedback reaching the National Top 20 Latin Charts at # 2 in 10 of 12 Latin Record pools Nationwide. In February 2015, the song moved up # 2 on DJ Times Magazine.

In the 8+ years Nelson has lived in L.A., he has teamed up with the CEO of USA Multicultural Entertainment Group, Angel Aguilar in featuring his artists, other artists and DJs to perform at the International Mother's Day Festivals in Escondido and Chula Vista, California and in Las Vegas with Sherry Gordy Presents who is the daughter founder of the Motown Corporation, Berry Gordy. Nelson's goal was to win a Latin Grammy in November in 2016, but unfortunately his group, Miratti disassembled, not making the leap that they once committed to relocating to Los Angeles under Trigga Entertainment.

Meanwhile, in the years that followed, Nelson has united with his friend, Jeff Francisco to run a club at the Bicycle Hotel & Casino in Los Angeles managing upcoming recording artists featuring live bands and DJs. He has also worked tirelessly to coach young children and teenagers in track and field as a javelin coach. Most of his athletes medaled all the way up to the Jr Olympics. His daughter, Ashley averaged over 30 medals, 90% were gold capturing Regional, National and Jr Olympic Championships until 2022 when he relocated his family to Tampa, Florida.

As 2023 emerged, Nelson decided to escalate his expertise in creating Trigga Media Group, a group of Masterminds in Artist Management, Film & Video, Sports Coaching and Music Production where his expertise working with similar minds like him has flourished for decades from the late 70s to the millennium in providing the best quality service that they can do. He has a broad network of experts with decades of experience in their professional line of work. This new chapter will be the turning point for anyone who requires the bridge of their personal and professional success. Nelson "Trigga" Martinez is also the Secretary of USA Breakin in support of break dancing for the youth generation as it quickly has flourished from art and dance to now an Olympic Sport at the Paris Games in 2024 and Los Angeles Games in 2028.

This is only the beginning.

