

Lewis “Trey” Martin

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EDUCATION

University of South Carolina - Columbia

2017 - 2021

*Bachelor's Degree in Journalism & Communications/Minor in Political Science
Graduated Magna Cum Laude, President's List, Dean's List*

EXPERIENCE

Oliver Gospel Rescue Mission

Communications Coordinator

April 2024 - August 2024

- Created and implemented multichannel marketing campaigns for a \$5 million nonprofit organization
- Conducted keyword research and tracked analytics of digital advertising campaigns
- Wrote press releases and media alerts to engage and form relationships with local news media

Content Specialist

November 2022 - April 2024

- Wrote copy for internal and external publications, including newsletters, infosheets, blog, and commercials
- Created video and photography content featured on organization's website and social media channels
- Manages and tracks analytics on all organizational social media accounts
- Created and executed email campaigns while overseeing development and cultivation of email subscribers

Freeway Music - Guitar Instructor

October 2016 - December 2022

- Instructed 35+ students weekly for private music lessons
- Created individually tailored lesson plans to fit student's needs and encourage growth
- Wrote scripts for instructional video materials featured in lessons and on social media channels

Gamecock Live Productions - Production Assistant

August 2018 - March 2020

- Operated replay system during live televised sporting events
- Followed storylines to capture compelling content in a fast-paced environment with minimal support
- Assisted in rapidly setting-up and breaking down equipment to meet production timelines

SKILLS

Copywriting, Interviewing, Adobe Photoshop, Adobe Premiere, Google Ads, Integrated Marketing, Project Management, Customer Service, Marketing Analytics, Content Creation, Search Engine Optimization/Marketing

CERTIFICATIONS

- Google Ads Search Certification
- Google Foundations of Digital Marketing and E-Commerce