

Lewis “Trey” Martin

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EDUCATION

University of South Carolina - Columbia

2017 - 2021

Graduated Magna Cum Laude with a Bachelor's Degree in Journalism & Communications/Minor in Political Science

EXPERIENCE

Oliver Gospel Rescue Mission

Communications Coordinator

April 2024 - PRESENT

- Creates, implements, and executes multi-channel integrated marketing and fundraising strategies
- Oversees creation and implementation of digital and traditional advertising strategy
- Forms relationships and coordinates with local press and media contacts

Content Specialist

November 2022 - April 2024

- Writes copy on all forms of digital and print media and collateral
- Responsible for management, engagement, and analytics on all organization social media accounts
- Strategically creates and executes solicitation, cultivation, and stewardship of email campaigns
- Oversees the prospecting, scheduling, and execution of guest interviews and photography

Freeway Music - Guitar Instructor

October 2016 - December 2022

- Instructed and managed scheduling of 35+ students weekly for private music lessons
- Individually tailored lesson plans to fit students needs and encourage growth
- Organized creation and executed production of community engagement and promotional events

Gamecock Live Productions - Production Assistant

August 2018 - March 2020

- Operated replay role during live events
- Followed the storylines of the game to create compelling content with minimal support

SKILLS

- | | |
|----------------------------------|----------------------------|
| • Written & Verbal Communication | • Interpersonal Skills |
| • Integrated Marketing | • Flexibility |
| • Social Media Management | • Storytelling |
| • Digital Advertising | • Attention to Detail |
| • Project & Client Management | • Motivated Problem Solver |
| • Interview and Journalism | • Constant Learner |

ACCOLADES

- University of South Carolina President's List
- University of South Carolina Dean's List