


MARTHA C. BENNETT

STORYTELLER, COMMUNICATOR, & ARTIST

DETAILS

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 www.marthacbennett.com

 marthacbennett

EDUCATION

University of North Carolina at Chapel Hill

Bachelor of Arts in Media and Journalism, May 2020

- Public Relations and Political Science
- Dean's List (2016 - 2020)
- Relevant Coursework: PR Campaigns, Crisis Communications, Interactive Media, Digital Storytelling, AD-PR Research

Honors Carolina in London, U.K. Study Abroad, Fall 2018

SKILLS

- Proficient in **Cision**, **Critical Mention**, and **Orange Logic** software
- Proficient in **Adobe** Illustrator, InDesign, Premiere, Photoshop. Knowledge of XD.
- Proficient in **Microsoft Office** including Word, Excel, and Outlook
- Knowledge of **HTML**, **CSS**, and **JavaScript**
- Experience with **Wordpress**
- Proficient in **AP Style**

EXPERIENCE

Demand Marketing Intern, All American Entertainment, Durham, May 2020 - June 2020

- Conducted digital research for online and social media platforms to develop AAE's brand and content
- Analyzed UX for company's website and brainstorms intuitive design opportunities
- Authored content for AAE's website in the form of blog posts and talent listings
- Communicated to talent, talent agents and talent bureaus to maintain relationships

PR - Classical Intern, John F. Kennedy Center for the Performing Arts, Washington, June - Aug. 2019

- Developed media lists and practiced pitching stories to national and regional outlets in preparation for the Kennedy Center's first expansion project, The REACH
- Established and maintained press relationships for the Kennedy Center's first Summer Rooftop Happy Hour Series that generated an average of 3,000 guests per event
- Executed talent management skills for Natasha Bedingfield, Herbie Hancock, Pharrell Williams and various other artists as part of a celebratory National Symphony Orchestra concert in partnership with NASA for the 50th Anniversary of the Apollo 11 mission
- Composed and edited press releases, media advisories, and performance programs for various classical and non-classical events for the Kennedy Center

Marketing/ PR Intern, London Film Academy, London, U.K., Sept. - Dec. 2018

- Audited social media communications and developed new style guides to reach publics
- Designed marketing materials for the annual student showcase at the British Film Institute attended by over 500 guests of upcoming filmmakers and industry professionals
- Connected producers to film students for future creative projects and advised students on networking opportunities

Marketing/ PR Intern, Durham Performing Arts Center, Durham, May - Aug. 2018

- Promoted upcoming performances by creating and editing with Adobe Spark and Adobe Premiere for official social media sites
- Targeted audiences and brainstormed event opportunities to increase ticket sales and awareness
- Examined budget sheets and performed basic accounting skills with company invoices

ACTIVITIES / AWARDS

- **Agency-Ready Certificate**, PR Council, Summer 2020
- **Fundamentals of Media Relations Certificate**, Muck Rack, Summer 2020
- FOX Sports University contract winner, **MLB/FOX Sports for the 2020 All-Star Game**, UNC-Chapel Hill
- Hussman School Ambassadors, **President (2019-2020)**, UNC-Chapel Hill
- **Carol Reuss Scholarship Award** recipient, 2019-2020, UNC-Chapel Hill
- **Sharoky Fellowship Program** recipient, Summer 2019, UNC-Chapel Hill
- **Distinguished Young Woman of North Carolina**, 2016, Greensboro, NC