

Martha C. Bennett

STORYTELLER, STRATEGIST, & ARTIST

Details

- 704. 956. 5404
- marthabennett56@gmail.com
- marthacbennett
- New York, N.Y.

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)
- Graduated with Distinction

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

Skills

- Experience **pitching** media and **earning coverage** in entertainment, advertising and marketing trade publications
- Proficient in **Cision**, **Critical Mention** and **Onclusive** media tracking software
- Proficient in **Adobe** Illustrator, InDesign, Premiere, Photoshop. Knowledge of XD.
- Proficient in **Google Suite** and **Microsoft Office** including Word, Excel, and Outlook
- Knowledge of **HTML**, **CSS**, and **JavaScript**
- Experience with **Wordpress**
- Proficient in **AP Style**

Experience

PR Account Manager, Fabric Media, Denver, C.O. (remote), Sept. 2020 - present

- Pitches and earns coverage in top-tier entertainment, advertising trade publications to place stories surrounding data insights, new program offerings, corporate announcements and product reviews
- Develops campaign strategies for clients based on target audience, channels and optimal reach
- Measures and reports media results using PR analytic software for internal and client management
- Executes media relation tasks including creating detailed media lists, scheduling interviews and preparing clients for meetings with media
- Crafts owned-content for clients, including press releases, blog, social and visual content

PR 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
- Managed and coordinated top entertainment talent 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
- Completed the Kennedy Center Internship Program that consisted of weekly classes in various arts administrative departments which informed a final pitch to institute programming at the 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, N.C., 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

- FOX Sports University contract winner, **MLB/FOX Sports for the 2020 All-Star Game**, UNC-CH
- 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