

MARTHA C. BENNETT

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EDUCATION

University of North Carolina at Chapel Hill, Chapel Hill, NC
Hussman School of Journalism and Media
B.A Media and Journalism with a Second Major in Political Science
Honors: Graduated with Distinction

May 2020

EXPERIENCE

Account Manager, PR Specialist

Sept 2020 - Present

Fabric Media, Denver, CO (remote)

- Earns coverage in national, top-tier media across entertainment, tech and marketing trades including *The New York Times*, *Variety*, *Ad Age*, *Digiday*, *Business Insider*, and others to place stories surrounding the business of TV, streaming and the creator economy through developed media relationships
- Launched a national media tour involving multiple stakeholders across the retail, consumer and B2B markets for a leading smart TV company
- Assisted in crafting messaging and placing coverage for new measurement currency transforming the television market
- Experience in exercising media relations through:
 - Bridging the gap between clientele and their target audiences through maintaining relationships with media in the B2B tech, media and entertainment industries
 - Crafting press release and, drafting quotes for top leadership for newswire distribution
 - Providing counsel to clientele on targeted campaign strategies to optimize reach and core messaging
- Experience in providing account management support through:
 - Analyzing reporting tools (Cision, Onclusive, Critical Mention) to create benchmark and competitive analysis to determine media impact
 - Organizing targeted media lists for a range of clients in the B2B tech, media and entertainment industries
 - Communicating to clients through agenda setting, media reporting, interview preparation and scheduling

Classical PR Intern

June 2019 - Aug 2019

John F. Kennedy Center for the Performing Arts, Washington, D.C.

- 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 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 that aligned with the Center's mission and vision

Marketing/PR Intern

Sept 2018 - Dec 2018

London Film Academy, London, U.K.

- Audited social media communications and developed new style guides to reach target audiences
- 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

PR Intern

May 2018 - Aug 2018

Durham Performing Arts Center, Durham, NC

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

SKILLS

Creative

- Proficient in Adobe Suite applications including Illustrator, Photoshop, InDesign, and Premiere Pro
- Experience using Canva, Infogram, and Figma to develop and manage creative assets
- Novice in basic web design with knowledge of HTML and CSS coding

Administrative

- Proficient in navigating and analyzing PR reporting software including Cision, Inclusive and Critical Mention
- Efficient using project management tools such as Asana, Slack, Trello, Monday, and AirTable to communicate and organize amongst teams
- Experience utilizing Google Suite and Microsoft Office applications

Interpersonal

- Experience in collaborating with partners for joint campaigns that consider multiple stakeholders
- Detail-oriented work ethic whose organization has proven to improve team projects
- Proactive and dependable team member who demonstrates flexibility in changing work environments

AWARDS AND ACTIVITIES

Hussman School Ambassadors, President

Hussman School of Journalism and Media, UNC-Chapel Hill

2019 - 2020

- Led and organized 25+ students in a program that educated current and prospective students, established fundraising initiatives, and connected student body to alumni resources for the Hussman School
- Personally assisted the Dean of students in public event and served as a student representative on scholarship and administrative boards

FOX Sports University contract winner

Hussman School of Journalism and Media, UNC-Chapel Hill

Dec 2019

- Communications proposal to encourage sustainable measures at the 2020 MLB All-Star game was selected to be enacted (plans were postponed due to the COVID-19 pandemic)

Carol Reuss Scholarship

Hussman School of Journalism and Media, UNC-Chapel Hill

2019 - 2020

- Annual scholarship provided to a deserving student studying public relations

Sharoky Fellowship

Hussman School of Journalism and Media, UNC-Chapel Hill

June 2019

- Stipend provided to vetted students earning a summer internship in Washington, D.C.

Distinguished Young Women

Distinguished Young Woman of N.C., Distinguished Young Woman of Pitt Co.,

March 2015 - Present

- Awarded over \$15,000 in scholarship in areas of interview, scholastics, talent, fitness and self expression
- Promoted the program around North Carolina to encourage young women to participate and is an advocate for the "Be Your Best Self" program