

HUNTER B. MARTIN

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EDUCATION

American University – Washington, D.C. **August 2017 – June 2019**

Master of Arts in Global Media

Concentrations in Multimedia and Public Diplomacy

- ◆ Cumulative GPA: 3.75

Iowa State University – Ames, IA **August 2013 – May 2017**

Bachelor of Science in Public Relations

Bachelor of Science in Women's Studies

Minor in Psychology; Concentration in History

- ◆ Graduated Cum Laude; Cumulative GPA: 3.64

PROFESSIONAL EXPERIENCE

National Association of Student Financial Aid Administrators – Washington, D.C. **August 2019 – February 2020**

Reporter

- ◆ **Journalism** – Interviewed higher education experts, wrote three to five articles a week that were published on digital daily newsletter; researched and pitched stories
- ◆ **Communications** – Wrote feature stories about member institutions, individual members, and NASFAA's consulting subsidiary, Blue Icon Advisors
- ◆ **Multimedia** – Photographed special events and conferences; cropped and edited to upload to CMS website
- ◆ **Social Media** – Managed the Twitter account and engaged with over 14,000 followers; wrote engaging content unique to platform; utilized search engine optimization techniques; monitored breaking news and analytics

Public Diplomacy Council – Washington, D.C. **July 2018 – August 2019**

Fellow

- ◆ **Online Communication** – Wrote articles; updated and maintained the website; managed social media
- ◆ **Event Management** – Coordinated events to sponsor conversations about public diplomacy strategies and global trends; facilitated monthly events with over 100 participants; photographed events

American University Office of Development and Alumni Relations – Washington, D.C. **August 2017 – August 2019**

Online Communications Assistant

- ◆ **Online Communication** – Conducted interviews with students to highlight the impact of scholarships, drive philanthropic efforts and engage with donors on the website, alumni newsletter, university newsletter and social media; built web pages to increase accessibility; utilized HTML to improve and customize mobile functionality
- ◆ **Donor Relations and Event Management** – Planned and managed events to target specific donor populations; communicated effectively with donors in person, over the phone and via online communications
- ◆ **Design** – Utilized Adobe Suite Platforms to create materials for prospective donors; maintain brand standards

American University School of Communication – Washington, D.C. **August 2017 – June 2019**

Graduate Research and Teaching Assistant

- ◆ **Marketing & Communications** – Interviewed students and faculty to build engagement for the School of Communication students and alumni
- ◆ **Research** – Collected and reviewed sources of scholarly work on ancient history around the world

PROFESSIONAL EXPERIENCE CONTINUED ON PAGE TWO

American University School of Communication – Washington, D.C.

August 2017 – June 2019

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Carrie Chapman Catt Center for Women and Politics – Ames, IA

August 2016 – May 2017

Public Relations and Events Planning Intern

- ◆ **Public Relations** – Wrote informative articles for biweekly and bimonthly newsletters with intent to draw target audience to Catt Center events; tracked campaigns through studying the analytics of links and open views
- ◆ **Event Planning** – Organized events that included managing administrative details to public speaking and hosting guest speakers; reached goals for receptions of 75 and public speaking platforms of 650
- ◆ **Project Management** – Refreshed design of annual Catt Center calendar using Adobe Creative Suite platform; sole photographer; member of selection committee and launch team; gave public presentation at reveal reception

Writing and Media Center – Ames, IA

May 2015 – August 2015

Communications Consultant

- ◆ **Consulting** – Guided students; trained in cultural sensitivity to work with 47% of international student clients
- ◆ **Recruiting** – Raised awareness for the center and special events by presenting to classes of 25 to 150 students

DC Bar Foundation – Washington, D.C.

May 2015 – August 2015

Communications and Development Intern

- ◆ **Public Relations** – Wrote press releases, articles and copy; edited the strategic plan
- ◆ **Marketing Research** – Analyzed annual grant giving; Researched potential donors using Salesforce

CULTURAL EXCHANGE

Foreign Correspondence and Language Building – Havana, Cuba

March 2019

- ◆ Researched Afro-Cuban identifies as related to economics, culture, music, dance and politics
- ◆ Conversational in Spanish speaking; comprehension of Spanish articles for research purposes

Foreign Correspondence and Language Building – Ecuador

May 2018 – June 2018

- ◆ Planned a solo journalism trip to Ecuador; lived with two indigenous families in rural Ecuador
- ◆ Created multimedia stories about the lives of underrepresented Ecuadorians

Journalism and Intercultural Training Institute – Davis, CA; San Antonio, TX

December 2017 – November 2018

- ◆ Participant in the first Muslim Women and the Media Training Institute
- ◆ Presented at the Middle Eastern Studies Association in November 2018
- ◆ Created multimedia profile project about five Iranian women living in the United States

Intercultural Exchange – Beijing, Xi'an and Shanghai, China

December 2017

- ◆ Selected to attend graduate journalism program hosted by the Chinese People's Institute of Foreign Affairs

Language Immersion Study Abroad – Cusco, Peru

June 2016 – August 2016

- ◆ Universidad de Salamanca coursework: culture for language learners; history of ancient Peruvian civilization
- ◆ Conversational proficiency in Spanish
- ◆ ISU Study Abroad Office social media intern; maintained weekly travel blog and regularly posted to social media

Study Abroad – Thessaloniki, Greece

January 2016 – June 2016

- ◆ Anatolia College coursework: international communication research methodologies; Greek Language; history of ancient Greece; obtained sailing license
- ◆ ISU Study Abroad Office social media intern; maintained weekly travel blog and regularly posted to social media