

CHARLIE MARTIN

☎ (860) 754 8651 @ cmartin0@usc.edu 🔗 linkedin.com/in/charlesmartin 🔗 https://www.charliethecreative.com

EDUCATION

Master's Degree in Public Relations & Advertising

[University of Southern California](#)

📅 09/2021 - 05/2023 📍 Los Angeles, CA

Bachelor's Degree

[Wesleyan University](#)

📅 09/2012 - 05/2016 📍 Middletown, CT

AWARD School

[Advertising Council Australia](#)

📅 01/2021 - 11/2021

- Undertook Australia's leading copywriting portfolio school. Received commendation for a spec Lego campaign.

EXPERIENCE

Account Executive (Porsche)

[RTTMA](#)

📅 02/2023 - 11/2023 📍 Los Angeles, CA

Oversaw content creation projects that brought Porsche into new media spheres.

- Wrote SEO content and worked with social analytics teams to attract the greatest possible online impact.
- Wrote media analysis reports that would be distributed amongst Porsche's marketing team.
- Wrote press releases, generating press attention for Porsche's brand-presence in Transformers: Rise of the Beasts.

Copywriter (Contract)

[Entertainment Marketing Group](#)

📅 11/2022 - 02/2023 📍 Los Angeles, CA

Coordinated nationwide campaigns to promote music, book and movie releases.

- Copywrote for a campaign that placed promotional coffee sleeves in 200 cafes across the country.
- Oversaw the execution stage, ensuring that we delivered on our campaign goals.

Brand Integration Trainee (PlayStation & Heineken Team)

[Rogers & Cowan PMK](#)

📅 07/2022 - 12/2022 📍 Los Angeles, CA

Worked on brand integration campaigns for Heineken, PlayStation and Cisco.

- Assessed upcoming film and television programs, analyzing their compatibility with clients' brand values.
- Tracked audience impressions, calculating the dollar-value of product placements.

Veta Unveiled (Web Series)

[Co-Creator](#)

📅 07/2021 - 12/2021 📍 Remote

🔗 https://www.youtube.com/channel/UCIU_7vYWjdUI881YOxNKBIQ

Used transmedia storytelling techniques to create a cosmic horror story on a shoestring budget.

Executive Assistant

[EFO Films](#)

📅 03/2019 - 03/2020 📍 Los Angeles, CA

Supported the personal and business affairs of an Oscar-nominated producer.

- Organized travel and day-to-day logistics during production shoots, film festivals, and award season events.

Jr. Publicist

[Impact24 PR](#)

📅 02/2018 - 03/2019 📍 Los Angeles, CA

Managed a rotating roster of clients, conducting short campaigns that boosted their professional recognition.

- Pitched reporters, securing placements in Variety, The Hollywood Reporter and The AV Club.
- Wrote SEO blog posts on our website, aimed at generating attention for our professional services.