

Nick Martin, MBA

MartinBC17@outlook.com · (262) 504 0462

SOCIAL MEDIA MARKETING AND ANALYSIS

Everyday is an opportunity to get better. Keep pushing. Enjoy the process. Help others.

KEY COMPETENCIES

Marketing strategy | Social media marketing | Social Listening | Analytics and data analysis | Copywriting | Competitive analysis | Marketing communications | Digital marketing | Brand positioning | Email marketing | Brand management | Market research | Campaign management | Content marketing

PROFESSIONAL EXPERIENCE

MMTH Studio Advertising Agency

Jul 2022 - Present

Social Media Manager

- Grew @Mammothbuilt Twitter/X audience by 100% year-over-year, gaining 1,863,920 impressions through a process of community engagement and data driven decision making.
- Lead the processes for content development, supervised execution.
- Social listening: Identified marketing opportunities and maneuvered PR dilemmas.
 - Gained over 3,500,000 page views for @Mammothbuilt by leveraging Royals Stadium trending topic.
- Data Analysis for social accounts. Developed strategy based on findings from monthly, quarterly, and annual reports.
- Consulting, strategizing, and reporting on client accounts. Introduced effective giveaway campaigns for audience growth, helped brands develop content mixes fine tuned for their unique audiences.

Benedictine College

Jun 2019 - Jun 2022

Social Media Specialist & Marketing Generalist

- Managed social media team on projects including content development, event coverage, and design. Directed all social media at Benedictine College. Facebook, Instagram, Twitter, Linked In, YouTube and Tik Tok.
- Annual Instagram audience growth of 35% on @BenedictineKS. Over 3,000,000 people reached annually across all platforms.
- Monitored affiliate college accounts for standards and potential issues.
- Internal/External email marketing.
- Copywriter for college publications.
- Photography, graphic design, basic web management.

Sacred Heart Church

Jun 2017 - May 2019

Communications Director

- Supervised productions team.
 - Managed communications on web and social media.
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EDUCATION & CERTIFICATIONS

Master of Business Administration

Benedictine College | 2023

Bachelor of Arts | Mass Communications

Benedictine College | 2017

Data Analytics Certification

Coursera | 2023

RANDOM TIDBITS

Father of two strong little women.

OKC Memorial Marathon finisher. April 30, 2023.

Host of Two Track Audio.

90 books completed since the start of 2021.

Beat Mario Kart Double Dash during the pandemic.

I have a mustache, mostly because my wife likes it.

I've blitzed multiple National Parks.