

# Alison Martin

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## SUMMARY

Writer, editor, and manager of marketing, communications, public relations, non-profit, and academic content.

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## EXPERIENCE

### Assistant Marketing Manager

#### Council on Aging

Apr 2023 – June 2024

- Planned content calendar and wrote and published Facebook posts: [@CouncilonAgingofCentralOregon](#).
- Created flyers, signs, brochures and social media graphics in Canva on aging resources.
- Wrote and edited press releases, blogs, Mailchimp newsletters, direct mail, community impact reports, and other collateral.

### Corporate Communications Coordinator/Specialist

#### Viking Cruises

Jul 2019 – Sep 2022

- Wrote advertising copy for over 1000 cultural events to support corporate and non-profit partnerships.
- Developed Call Center talking points, B2C email communications and quarterly media analysis reports.
- Coordinated publication of health and safety protocol changes, press releases, media assets, media coverage and PR content.

### Marketing Communications Writer

#### Anthem, Inc.

Nov 2017 – May 2019

- Managed three branding campaigns and wrote and edited content for healthcare providers.
- Ensured over 2000 documents met branding and legal standards.
- Taught two courses on new protocols to team after department restructuring.

### Communications Strategist

#### TheLatest.com

Jul 2017 – Mar 2018

- Wrote and edited pitch decks, press releases, investment documents, video scripts, terms of service and contracts.
- Devised publicity strategy, reached out to influencers and coordinated with Social Media team.
- Wrote 18 opinion pieces on newsworthy topics related to political rhetoric and policies: [thelatest.com/profile/apmartin.mtc](https://thelatest.com/profile/apmartin.mtc).

### Graduate Assistant in Writing Center Administration

#### North Carolina State University

Aug 2015 – May 2017

- Consulted 300 students on thesis, dissertation and professional writing.
- Wrote, produced and edited four informational videos and 40 research resources.
- Taught tutor training course and led 20 student writing tutors.

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## PROJECTS

### Editor

#### Martin Thermal Engineering

- Edited Principal Engineer's textbook: *Thermal Systems Design*.
- Developed reports on 30 legal witness depositions.

### Staff Writer

#### DailyRead

- Wrote 155 news articles adapted for K-12 reading level.
- Used analytical tools to write age-appropriate vocabulary and sentence structure.

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## EDUCATION

### Master of Arts in English Rhetoric and Communications

North Carolina State University (2017)

### Bachelor of Arts in English Writing

Azusa Pacific University (2014)

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## SKILLS

WordPress, Facebook, Mailchimp, Canva, Adobe Acrobat, Word, Excel, PowerPoint, SharePoint, Google Suite