



MARTI COLES

CONTENT & COPY WRITER | DIGITAL
AND PRINT MARKETING SPECIALIST

PORTFOLIO

www.marticoles.com

www.linkedin.com/in/marticoles

SKILLS

Copywriting · Content Writing · Editing ·
Creative Thinking · Project Management ·
Leadership · Collaborator · Strong with
Crisis Management

Utilizes AI, MS Suite, Adobe Suite

EDUCATION

BA IN CREATIVE WRITING AND LITERATURE

California State University Long Beach
Dean's List
Graduated 2012

CONTACT

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3571 Old Greenville Road
Staunton, VA 24401

REFERENCES

Ian Webb

Senior Technical Account Manager at
NetEase Games

ianchristopherwebb@gmail.com

(206) 954-0336

Tiffany Harbrecht, MA

Writer, Grants & Communications
Strategist at Rancho Cielo
(408) 218-2554

EXPERIENCE

February 2022 – Present

Digital Marketing Specialist *Fishburne Military School (Remote)*

- Creates branded content for all digital and print marketing ads and communications.
- Assists with writing and editing all marketing written communications including press releases, email newsletters, bi-annual printed newsletters and magazines, video commercial scripts, website content, and fundraising copy for the office of advancement, office of the president, and the admissions office.
- Reports ROI and monthly marketing campaign data to the executive team.

February 2019-Current

Co-Founder and Chief Marketing Officer *Azul Acres LLC*

- Conceptualizes, creates, and distributes all content to grow and nurture the business through a variety of communication assets and platforms.
- Manages website and all external communications.
- Manages all farm and catering finances, event proposals, and projects.

December 2019- February 2021

Catering Logistics Manager *Washington and Lee University*

- Assistant event planner that oversaw the university's catered events.
- Adapted quickly in an ever-changing environment.
- Worked with a busy calendar under pressure to meet event timelines and deadlines.
- Created and led training program for all catering team members.

July 2017- December 2019

GENERAL MANAGER *92 PROOF INC.*

- Maintained guest and customer satisfaction and engagement through online review platforms, social media, emails, and surveys.
- Assisted with marketing and sales strategy to drive sales and customer loyalty.
- Maintained integrity in a demanding, fast-paced work environment.
- Interviewed, hired, and trained all staff members.
- Led weekly management meetings to review staff training, staff morale, financial goals, and budgets.

April 2014 – August 2014

ASSISTANT MARKETING\EVENT COORDINATOR *O'BRIEN ESTATE WINERY*

- Managed all winery social media platforms and website content.
- Assisted in the design of new brochures and wine club sign-up sheets.
- Set budgets, plans, and proposals for all winery events.

August 2013 – August 2014

SOCIAL MEDIA MANAGER, EVENT HOST, BARTENDER *1313 MAIN WINE BAR*

- Digitally engaged with the community to drive business to a new restaurant.
- Sold and promoted event tickets via online platforms.
- Managed email contact list and email data through Constant Contact.

May 2012 – April 2013

MAÎTRE D' AND RESTAURANT BLOG WRITER *CARPE DIEM WINE BAR*

- Served as the wine bar and restaurant's first hostess and maître d'.
- Wrote blogs entailing restaurant events, special features, and outings.

Fall 2013

SEO CONTENT WRITER (CONTRACTED) *QUICKSILVER SURF GEAR*

- Generated SEO product content for Quicksilver's 2013 website launch.