

# Amanda Martinek

**M.S Student, Public Communication and Technology**  
Department of Journalism and Media Communication  
Fort Collins, CO

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## EDUCATION

**Colorado State University** – Fort Collins, CO **August 2018 – Present**

M.S. Public Communication and Technology

*Expected graduation: Spring 2020*

GPA: 4.0

Relevant Coursework:

Communicating Science and Technology, Quantitative Research Methods in Communication, Survey Method Design, Public Communication Campaigns, Theory, Process and Effects of Communication, Communication Research and Evaluation Methods, Integrating Writing in the Academic Core

**University of California, San Diego** – La Jolla, CA **August 2008 – August 2012**

B.A. Communication and Creative Writing

GPA: 3.26

Relevant Coursework:

Communication & Culture, Communication & the Individual, Communication as a Social Force, Media & Politics, Language as a Cognitive System, Language, Thought & the Media, Methods of Media Production, Documentary Film, Popular Culture, Ethics & Society, Political Inquiry, Academic Internships (Magazine, Radio Station, Record Label) Writing Fiction, Writing Non-Fiction, Media Writing, Travel Writing, Stylistics & Grammar

**University of Melbourne** – Melbourne, Australia **June 2011 – December 2011**

Education Abroad Program

**University of Sussex** – Brighton, England **September 2010 – December 2010**

Education Abroad Program

## RELEVANT EXPERIENCE

**Graduate Teaching Assistant** **August 2018 – Present**

Department of Journalism and Media Communication

Colorado State University

FA18 – JTC 211, Visual Communication

SP18 – JTC 300, Professional and Technical Communication

FA19 – JTC 211, Visual Communication

Duties:

- Plan and run labs / recitations based on course objectives and assignments
- Provide students assistance with projects via meeting requests & office hours
- Grade major projects and in-lab activities
- Guest lecture on occasion

### **Communications Intern**

**May 2019 – Present**

Energy Institute

Power House Energy Campus, Colorado State University

Duties:

As a member of the Communications Team, I create original design, web, social media, public relations, journalism and video content to showcase the research, education, events, and stories at the Colorado State University Energy Institute. The Energy Institute brings together diverse disciplines, talents, and people to develop innovative solutions to energy challenges that achieve global impact.

### **Digital Marketing Strategy Consultant**

**August 2017 – August 2018**

85SIXTY

San Diego, CA and Denver, CO

**PAST CLIENTS** include Mammoth Mountain Resorts, Big Bear Mountain Resort, Visit Big Bear, Ikon Pass, Alterra Mountain Company, DC Shoes, Blundstone USA, ASICS, Onitsuka Tiger, Diamondback and Raleigh Bicycles, Stone Brewing Co and Evolution Nutrition.

Duties:

- Provide strategic social and digital media recommendations, proposals, plans and executional tactics on a project basis
- Manage client's paid social advertising planning, strategy, execution and reporting

### **Director of Social Media**

**March 2015 – August 2017**

Duties:

- Lead the development of client objectives and ongoing strategic marketing direction
- Plan and execute 360 digital marketing and social media campaigns
- Develop original content, accelerated through experiential, partnerships & native ads
- Allocate paid social budgets, conduct A/B testing, optimize targeting and creative
- Build marketing calendars to execute content and brand strategy
- Manage a diverse team of content creators and community managers
- Maintain solid client relationships, lead regular client presentation and spearhead consistent reviews of analytics, competitors, industry trends and best practices

### **Social Media Strategist**

**March 2013 – February 2015**

Duties:

- Create, implement and assess social media strategies in integrated marketing efforts
- Manage client's day to day social media channels and communities
- Measurement, analysis, tracking and reporting of client data
- Social media content creation – photography and Adobe creative suite

**Editor in Chief and Senior Staff Writer****March 2013 – May 2016**

ListenSD – San Diego, CA

Duties:

- Manage a team of 20+ contributors to provide live concert coverage in San Diego
- Produce written and visual content for our website and social media channels
- Copy edited and provided editorial direction for all content on ListenSD.com
- Produce social media and email content

**Social Media and Marketing Intern****January 2013 – March 2013**

Surfdog Records - Encinitas, CA

- Content creation and community management of artist and record label social media
- Brainstormed and proposed viral marketing campaigns and online promotions

**Editorial Intern****June 2012 – September 2012**

TransWorld SURF - Carlsbad, CA

- Developed and edited news stories, blogs, product reviews and social media content
- Conducted and transcribed interviews with athletes and influencers
- Produced event coverage within the surf and action sports community

**Promotions and Marketing Intern****April 2012 – Sept 2012**

102.1 FM KPRI – San Diego, CA

- Managed on-site promotional radio events
- Produced website and social media content
- Wrote artist proposals and worked with music venues on promotional opportunities
- Sent target e-mails, writing copy and marketing to specific audiences

**Senior Staff Writer, Arts & Entertainment****November 2008 – June 2012**

- Wrote weekly music/film reviews, interviews, and features
- Conducted and transcribed interviews with artists, musicians and filmmakers

**On-Air Radio Show Host****January 2010 – June 2012**

KSDT - La Jolla, CA

- Hosted a weekly radio show on UCSD's student run radio station KSDT
- Show 1 – "A Spot of Tea" – music from England
- Show 2 – "Vegemite Toast" – music from Australia
- Show 3 – "Salty Surf Jams" – surf rock from Southern California

## CONFERENCE PRESENTATIONS & INVITED TALKS

### Sole Presenter

May 2019

Alterra Mountain Company Social Media Summit  
Denver, CO

- Social Media, Corporate Social Responsibility and Political Activism: Diving into Academic Research, Theory and Applications

### Sole Presenter

April 2019

Spring Research Colloquium  
Colorado State University, CO

- The Impact of Corporate Political Activism Messaging and Ideological Orientation: Collectivism vs. Individualism on Political Activism Intention

### Sole Presenter

March 2019

International Public Relations Research Conference (IPRRC)  
Orlando, FL

- Brand Activism and Corporate Social Responsibility: A Qualitative Content Analysis of Patagonia's Instagram

## COMMITTEES & PROFESSIONAL AFFILIATIONS

### Graduate Student Committee

December 2018 – Present

The Geoffrey W. Holmes Graduate Research in Communication and  
Technology Conference – Fort Collins, CO

- Plan, organize and execute event
- Create communication materials (flyers, digital assets)
- Peer-review submissions

### Member

September 2018 – Present

International Environmental Communication Association

## SERVICE & OUTREACH

### Organizer and Host

March 2018 – Present

DimeStories – Fort Collins, CO

- Organize and host a monthly three-minute storytelling event at the Forge Publick House with support from Old Firehouse Books.
- Create and disseminate all promotional material

## **Volunteer and Social Media Coordinator**

**September 2017 – November 2018**

Oceanside SOAR – Oceanside, CA

- Manage organic and paid social media efforts of political action group SOAR, which stands for “Save Our Agricultural Resources”. The goal of the organization is to save open space, public parks and agricultural land in Oceanside, California.

## **Volunteer Reader**

**January 2015 – January 2016**

Traveling Stories – San Diego, CA

- Read to elementary school children at Farmer's Markets
- Help fundraise campaigns to purchase children's books in foreign countries

## **Big Sister**

**January 2015 – January 2016**

Big Brother Big Sister – San Diego, CA

- Mentored a high school senior from a low-income neighborhood
- Took my little sister on monthly cultural and entertaining outings in the community

## **Volunteer and Social Media Coordinator**

**January 2015 – January 2016**

Brother Benno's – Oceanside, CA

- Volunteered on-site at the soup kitchen with food distribution, facility decoration and sorting donations
- Created and managed social media accounts
- Wrote articles for monthly newsletter – interviewing community members

## **ADDITIONAL SKILLS**

### **Digital Marketing**

- Social Media Marketing
- Paid Social Media
- Advertising
- Brand Development
- Content Development
- Strategic Communication
- Blogging
- Copy Editing
- Client Relations
- Team Leadership

### **Software**

- Abode Creative Suite
- Photoshop
- InDesign
- Premiere Rush
- WordPress
- SPSS
- NVivo
- Microsoft Office
- Qualtrics
- Zotero
- Google Analytics

### **Research**

- Research design
- Literature review and synthesis
- Experimental design
- Content analysis
- Survey design
- Structured and semi-structured interviews
- Data analysis and visualization
- Presentation

## CERTIFICATIONS

Wilderness First Aid Certification – San Diego, CA

- **April 2017 – October 2019**
- NOLS Wilderness Medicine, License 11686

Smart Cycling Certification – Fort Collins, CO

- **October 2017**
- The League of American Cyclists

## OTHER INTERESTS

- Yoga
- Snowsports (skiing, snowboarding)
- Running
- Creative writing: short stories, features, reviews, novels
- Backpacking
- Hiking
- Travel

The Craft of Novel Writing – Fort Collins, CO

- **Sept 2017 – Nov 2017**
- Front Range Community College

Solo-hiked the Trans Catalina Trail – Catalina Island, CA

- **June 2017**

Novel Writing 1 – San Diego, CA

- **January 2017 – April 2017**
- UCSD Extension