



# Anna Marie Martin

## WORK EXPERIENCE

### SUMMARY

Experienced marketing professional with proficiency in project coordination, and content marketing/strategy. Excellent customer service skills, problem solving and working with a team to achieve shared goals. Teachable, with a great sense of humor.

### SKILLS

- Project Management
- Backend Website Maintenance
- Content Marketing
- Writing, Editing, Proofreading
- Event Planning & Coordinating
- Workshop Development
- Microsoft Office Suite
- Intermediate html

### CONTACT

509-710-6052

[spokeanna@gmail.com](mailto:spokeanna@gmail.com)

[linkedin.com/in/spokeanna](https://www.linkedin.com/in/spokeanna)

[www.spokeanna.com](http://www.spokeanna.com)

#### Digital Project Coordinator, Banner Marketing, 2017 – 2018

- Coordinate all aspects of new website development, from order form to go-live directive;
- Track websites in all stages of development / Ensure that independent contractors and web team members are completing tasks on schedule;
- Work with sales team, clients, and other web team members to ensure that all necessary information is compiled;
- Perform routine changes (ads, videos, banners, product updates) to live websites;
- Create and deliver monthly Analytics Reports to clients, using Google Analytics and BigCommerce Analytics;
- Teach clients to make changes to products and web pages on the backend of their websites; and
- Write agendas for weekly staff meetings.

#### Writer, Marketing Department, SCAFCO / The Stone Group of Companies, 2016 – 2017

- Interview company staff members and write lively, entertaining stories for the monthly company newsletter;
- Write website content for multiple company websites utilizing best practices for SEO, usability, and freshness;
- Develop collateral materials for multiple products in the group of companies; and
- Write social media posts for campaigns.

#### Content Manager, Sixth Man Marketing, 2013 – 2014

- Write, edit, develop content strategy and blog posts;
- Edit and proofread technical website audits; and
- Promote company at trade shows, conferences, and networking events.

#### Ministry Coordinator, Bethany Presbyterian Church, 2010 – 2012

- Coordinate weekly worship, special events, and volunteers for all aspects of church life;
- Co-Chair of the planning committee for the Shower of Stoles, a city-wide, week-long event.

# Anna Marie Martin

## VALUES

- Honesty
- Integrity
- Persistence
- Humor
- Kindness
- Compassion
- Family

## REFERENCES

Mr. Darrin Geisinger  
Former Boss  
440-241-8437

Ms. Cathy Nolte  
Former Co-Worker  
509-3954-3662

Ms. Becky Duffey  
Former Co-Worker  
509-879-0576

Mr. Ed Reese  
Former Boss  
509-723-3733

## QUOTE

"Everything you can imagine  
is real." – Pablo Picasso

## WORK EXPERIENCE, Continued

**Community Sustainability Project Associate**, Community-Minded Enterprises & AmeriCorps VISTA, 2009 – 2010

- Identify and track multiple, complex grant and funding leads from public and private entities;
- Gather, categorize and catalog significant research materials, statistics and data specific to development or project needs;
- Plan, create, and expand program development ideas and opportunities; and
- Provide administrative and marketing support for projects.

**Outreach Coordinator**, The Fig Tree & AmeriCorps, 2008 – 2009

- Coordinate volunteers for weekly and monthly projects and special events; Recruit and train new volunteers;
- Plan and coordinate three community-wide events;
- Represent the company at community events;
- Collate monthly and yearly event calendars for publication, including significant research into community events; and
- Edit and proofread newspaper articles for monthly publication.

## EDUCATION

**Master of Divinity**, Union Theological Seminary, New York, NY, 2004.

**Bachelor of Arts**, Mary Washington College, Fredericksburg, VA, English and Theatre Arts, 1995.

## CERTIFICATIONS

HubSpot Content Marketing

HubSpot Inbound Marketing