

# Martin Escanilla Miranda

Las Vegas, NV

## Education

University of Nevada, Las Vegas

Aug. 2020 – May 2024

**B.A. in Journalism and Media Studies (Public Relations, Digital & Social Media)**

## Employment History

**Marketing & Communications Intern** OneSeven Agency

Sept. 2023 – Dec. 2023

- Creating and scheduling social media content
- Drafting press materials
- Curating media and influencer lists
- Writing newsletters
- Marketing strategy and tactics
- Experience in public relations, marketing, digital, events, partnerships, and social media departments
- Measuring media/marketing results and social media marketing results
- Sustaining media, blogger, influencer, and client relationships
- Proper writing techniques for public relations and social media
- Crisis communications
- Utilizing editorial calendars
- Pitching story ideas to print, broadcast, and digital media

**Creative Content Intern** OneSeven Agency

Jan. 2024 – April 2024

- Photo and video editing
- Creating photography and videography content for varying social media platforms
- Creating graphics for advertisements and social media
- Organizing and conducting photoshoots
- Email marketing
- Creating promotional opportunities for clients
- Communicating brand messages internally and externally through creative content
- Long-term PR/marketing/social strategy
- Creating and maintaining a searchable content library housing photo and video materials
- Production assistance during content creation projects
- Producing shareable content for use on websites and social media educating audiences and supporting marketing goals

## Volunteer Experience

**Student Volunteer** Rebel Media Group, Let's Talk UNLV

Feb. 2023 – Dec. 2023

- Social media copywriting for varying platforms

**On-Air Talent** UNLV, Thee Clique Podcast

Feb. 2023 – Present

- Co-Host and Producer for Thee Clique Podcast
- Organizing and creating graphics for social media
- Portrait photography and photo editing

## Customer Service Experience

**Cook & Server** 8th Avenue Pizza

May 2018 – March 2020

- Reliable and timely customer service
- Ability to work adequately in a team setting

**Barista** Starbucks

April 2022 – Present

- Strong communicative skills
- Strong customer relations
- Demonstrating problem-solving skills in a professional manner
- Internal management

## Technology & Skills

Adobe Lightroom Classic | Adobe Photoshop | Adobe Premiere Pro | Canva | InDesign