



MARTIN BRADSHAW

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PROFILE

Aspiring public relations professional with exceptional communication, critical thinking and creative problem solving skills seeking to gain employment with established professional companies.

EDUCATION

Bachelor of Arts in Public Relations

Hofstra University, Hempstead, NY

May 2019

Minor in Fine Arts (Digital Design Concentration)

Honors and Awards: Presidential Scholarship, Dean's List, GPA: 3.52

Coursework:

Public Relations Campaigns • Mass Media: History & Development • Public Relations Research • Principles of Marketing
Social Media & Web Design • Public Relations Copywriting • Media Literacy • Public Relations Tools • Desktop Publishing

PROFESSIONAL EXPERIENCE

Slightly Mad

January 2019 - March 2019

Graphic Design Intern

- Compose digital mockups of client branding work for display on company site
- Assist production team with design planning to facilitate website updates
- Design graphics for social media

Alvin Ailey American Dance Theater

June 2018 - August 2018

Public Relations Intern

- Compile weekly coverage audits to assess and maintain awareness of competitors' media presence
- Assist PR efforts during press events such as interviews, broadcast segments and the company's annual spring gala
- Facilitate message distribution by drafting language for press kit materials including press releases and information sheets

Polk & Co.

July 2017 - December 2017

Publicity Intern

- Create daily press clips of successful publicity efforts for Broadway shows such as *The Band's Visit*, *Come From Away* and *Wicked*
- Plan and compose social media posts to promote client projects on Facebook, Instagram and Twitter
- Assist press agents by researching media contacts and promotional strategies

ADDITIONAL EXPERIENCE

Brooklyn Irish Dance Company

December 2018 - Present

Dancer

- Perform in Off-Broadway premiere of Brooklyn Irish Dance Company's debut production, *A Celtic Christmas Story*
- Learn and execute choreography with professional degree of skill

transcendANCE

September 2015 - May 2019

Public Relations Chair

- Design digital content, manage social media and oversee promotional efforts to increase audience and membership size
- Create and lead original dance routines

Public Relations Student Society of America

September 2016 - May 2017

Special Events Committee

- Plan and organize networking events hosted by Hofstra University's chapter
- Write blog posts recounting the PRSSA experience

SKILLS

Digital

Adobe Suite ● ● ● ● ●
Microsoft Office ● ● ● ● ●

Language

English..... ● ● ● ● ●
French ● ● ● ● ●

Publicity

Copywriting ● ● ● ● ●
Cision ● ● ● ● ●