

MJB Martin Beredo

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Education

Syracuse University | 2022 - Present

Major - Creative Advertising | Newhouse School of Public Communications

Minor - Data Analytics | School of Information Studies

Extracurriculars - Basketball Analytics Club, Z89 Radio, Kappa Theta Pi Professional Technology Fraternity

Creative Highlights

- Wrote four feature-length film scripts.
- Conceptualized and executed 8 comprehensive speculative advertising campaigns.
- Wrote a feature [article](#) about Detroit's Olympic history.
- Hosted, wrote, and conducted interviews for "[Brain Drain](#)," a podcast about Toledo, Ohio.

Skills

- Adobe: Premiere Pro, Photoshop, Audition, InDesign
- Microsoft: Excel Certified, Teams, PowerPoint
- Social Media: X, Instagram, TikTok, YouTube, LinkedIn
- Programming: SQL Server, RStudio, Python
- Spanish Professional Working Proficiency

Professional Summary

Advertising student at Syracuse University's Newhouse School with a minor in Data Analytics and experience spanning agency, startup, and corporate marketing. Proven expert in brand identity development and social media strategy, delivering data-backed results including 45,000+ campaign views and significant organic audience growth. Skilled in leveraging Adobe Creative Suite and analytical tools like SQL and Excel to bridge the gap between creative storytelling and measurable business impact.

Professional Experience

Social Media Manager | Miirror Health | Syracuse, NY | Nov 2025 – Present

- Established Brand Identity Guidelines and visual assets, including **logo design** and **core typography** for a health-tech startup.
- Engineered organic growth strategies for Instagram and LinkedIn, generating **10,529 profile impressions** and **550+ profile visits** without paid spend.
- Managed a multi-channel content calendar, driving **68 external link conversions** through targeted copy and aesthetic graphics.

Copywriter | TNH Ad Agency | Syracuse, NY | September 2025 - December 2025

- Spearheaded a full-scale marketing campaign for a local bar **Sweets for Babe** to address limited brand awareness and low digital visibility.
- Orchestrated an Influencer Marketing Strategy with local creators, resulting in a [TikTok campaign](#) reaching **45,000+ views** and **5,000+ likes**.
- Produced **100+ multimedia deliverables**, including high-conversion social video, photography, and custom branded banners to drive foot traffic.
- Developed a comprehensive **Measurement Plan** focusing on a **25%** increase in social following and **20%** rise in in-store visits.

Marketing Intern | Owens Corning | Toledo, OH | April 2024 – August 2024

- Authored Strategic Brand Planning documents to guide creative direction for global corporate initiatives.
- Directed and edited professional video assets (handheld and drone) for cross-platform corporate storytelling.