

Martin Beredo

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SUMMARY

Creative and analytical professional with a background in advertising and data analytics. Experienced in content creation, brand strategy, and cross-platform media campaigns. Seeking to leverage skills in communication, graphic design, and video production to drive engaging and effective marketing initiatives.

WORK EXPERIENCE

Creative Marketing Intern, Owens Corning Toledo, Ohio

April 2024 - August 2024

- Developed and authored strategic planning documents that guided brand messaging and creative direction for key marketing initiatives.
- Wrote and optimized scripts and captions for social media platforms, enhancing content reach and engagement.
- Directed and captured video content, including handheld and drone footage, for use in promotional materials.
- Collaborated with a cross-functional creative team to execute large-scale content campaigns.

ThinkLab Intern, Midstory Toledo, Ohio

June 2025 - September 2025

- Authored historical articles on Detroit and Northern Ohio, demonstrating strong research and writing skills.
- Co-hosted and wrote content for the "Brain Drain" podcast, successfully producing and launching a new media series.
- Executed multi-channel promotions across social media, in-person events, and weekly newsletters, which drove user engagement.
- Designed and produced compelling graphic content using Canva, InDesign, and Photoshop for articles and promotions.
- Collaborated with a large, interdisciplinary team on creative projects from concept to completion.

SKILLS

****Software & Creative Tools:**** Adobe Premier Pro, Photoshop, Audition, InDesign, Microsoft Excel (Certified), Teams, PowerPoint, Canva, Box.com
****Social Media:**** X (formerly Twitter), Instagram, TikTok, YouTube
****Languages:**** Spanish (Professional Working Proficiency)

EDUCATION

Syracuse University August 2022 - May 2026

- BA, Advertising in the S.I. Newhouse School of Public Communications
- Minor, Data Analytics in the School of Information Studies
- Renée Crown Honors Program

VOLUNTEER & EXTRACURRICULARS

YMCA of Central New York Syracuse, NY

September 2022 - March 2023

- Ran a youth basketball camp for children aged 5-13, teaching lessons of teamwork and responsibility.

Syracuse University

- **Clubs:**** Basketball Analytics Club, Z89 Radio, Kappa Theta Pi Professional Technology Fraternity
- **Creative Projects:****
 - Wrote four feature-length film scripts.
 - Shot and edited a documentary about La Casita Cultural Center of Central New York, raising awareness within the Latino community.
 - Created a public service announcement to combat bullying, crafting targeted messaging and creative visuals for a specific audience.
 - Authored and hosted two podcasts.