

Braden Martin

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Education

Biola University, La Mirada, CA— Fall 2019

Bachelor of Arts in Public Relations — Agency and Corporate Emphasis

Professional Experience

Free Wheelchair Mission

Irvine, CA

Social Media Coordinator

February 2024 to Present

- Grew the organization’s social media audiences across key platforms, increasing Instagram 32% (5.7K → 7.6K), LinkedIn 34% (8.2K → 11K), Facebook 10% (22.2K → 24.5K), and TikTok 11% (1.3K → 1.4K).
- Led social media promotion for major fundraising campaigns including social-first Giving Tuesday, generating over \$32K in donations and 300K+ views directly from social.
- Led social media strategy and execution across Instagram, Facebook, LinkedIn, and TikTok, managing calendars, content creation, copywriting, publishing, and community engagement.
- Create the organization’s visual and storytelling content for all social platforms, including video editing, graphics, and recipient impact stories that connect donor support with real outcomes.
- Produce monthly and bi-monthly analytics reports used by senior leadership and the Board of Directors to evaluate performance and guide marketing strategy.

Cut Pak Co.

Costa Mesa, CA

Marketing Associate

October 2021 to February 2023

- Demonstrated expertise in content marketing and social media management for various PR activities and platforms, including Instagram, TikTok, Twitter, LinkedIn, and company blog.
- Strong written and oral communication skills, including experience in effective copywriting and editing of written materials.
- Managing and creating internal systems of organization and data collection, including photo/video asset management, email capture, and client feedback surveys.
- Worked collaboratively with operations and sales teams to develop brand assets and collateral.
- Graphic design for website assets, social media graphics, sales decks, product catalogs, and more.

Sidecar Doughnuts and Coffee

Costa Mesa, CA

Shift Manager

June 2020 to September 2021

Stance, Inc

San Clemente, CA

Retail Marketing and Growth Intern

September 2019 to December 2019

- Market research for marketing activations, merchandising, and analysis of impact on revenue.

Skills

- Copywriting
- Data Analysis
- Content Strategy
- Storytelling
- Market Research
- Adobe
- Curious Learner
- Trend Analysis
- Chronically Online