

# Tracie Martinson

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## Education

### Iowa State University

- *Bachelor of Arts (BA) in Communication Studies* **Expected Spring 2023**
- *Minors in Public Relations and Leadership Studies* **3.90/4.00 GPA**

## Communication Experience

### Titan Machinery

**May 2022-Present**

#### *Digital Marketing Intern/Marketing Support*

**Fargo, North Dakota**

- Develop full website pages and new search result images to help customers find equipment and company details faster on the different web pages
- Make Google and Facebook HR ads and social media and blog posts to reach customers
- Shadow and help other positions with their work, including ad and website development

### ISU Liberal Arts and Sciences Department

**October 2021-Present**

#### *Communication Studies Ambassador*

**Ames, Iowa**

- Meet with potential students to discuss Communication Studies major and answer questions
- Explain concepts, coursework, and post-graduation opportunities to current students
- Write cards to potential students after their visits to encourage them to attend ISU

### ISU Communications Studies Program

**April 2020-December 2022**

#### *Peer Mentor*

**Ames, Iowa**

- Plan 10 social and study events for Communication Studies students each year
- Discuss communication theories and major concepts with new students
- Help students become comfortable with ISU and learn and grow in Communication Studies

### International Paper

**June-August 2021**

#### *Communications Intern-Community Engagement Team*

**Memphis, Tennessee**

- Constructed 2 communications/events plans and 10 articles about partner companies to expand reach of company and celebrate relationships between them
- Streamlined grant requests for employees and recommended changes for its process
- Developed 8 social media posts for Facebook, Twitter, and LinkedIn

## Leadership Experience

- Kappa Kappa Psi Honorary Band Fraternity (*Publication Chair, 2020-Present*) **May 2020-Present**
- ISUCF'V'MB (*Guide, 2020-2022*) **August 2019-November 2022**
- Linn County Fair Volunteer (*Association Member, 2020-Present*) **June 2008-Present**

## Communication and Marketing Skills

- **Software:** Microsoft Office (Word, Powerpoint, Excel, Outlook, Teams), Google Workspace (Docs, Slides, Sheets, Gmail, Drive), SurveyMonkey, Zoom, Webex, Slack, Canva
- **Website Design:** Sitefinity
- **Social Media:** Sprout Social, Instagram, Twitter, Snapchat, Facebook, LinkedIn