

# MARTIN REES

Copywriter | Creator | Cuts Own Hair

[martinrees.com](http://martinrees.com)

[reesmartin@gmail.com](mailto:reesmartin@gmail.com)

540-421-4359

## EXPERIENCE

### Social Media Team

VCU Brandcenter - Richmond, VA | Aug 2022 - present

- Launched the Brandcenter's TikTok page, led concepting with partner & manager, also assist with coverage of school events for other channels
- Currently creating new content in TikTok with partner on a weekly basis for the Brandcenter
- Co-wrote, directed, filmed & edited weekly episodes of the "Weekly 60" TikTok segment fall semester at Brandcenter, highlighting students, alums & more

### Copywriting Intern

space150 - Minneapolis, MN | June - Aug 2022

- Pitched original creative concepts to a small business in Minneapolis, wrote copy for a variety of brands across different channels
- Wrote social copy, radio scripts, & seo copy for Youtube content, working with senior copywriters, designers and ACDs
- Selected music tracks, sat in on voiceover sessions & client meetings for the creation of an immersive VR experience debuted at the 3M Open

### Content Writer (freelance)

Award Queen - New York, NY | June - Sept 2021

- Wrote LinkedIn content for advertising award show consultancy Award Queen
- Wrote promotional email content

### Other notable achievements

- Gained acceptance into Advanced Study Improv Program at Upright Citizens Brigade Theatre NYC (2017)
- Obtained a freelance contract for commercial acting in NYC with Take 3 Talent (2017)
- Helped concept, open and manage an independent restaurant, bar and music venue in Harrisonburg, VA - The Golden Pony (2015)

## EDUCATION

### VCU Brandcenter

Richmond, VA | Aug 2021 - May 2023

- M.S. in Branding, Copywriting Track | GPA 3.72
  - John C. "Chris" Cullather Memorial Scholarship, 2022-2023
  - Michael & Larissa Chaney Merit Scholarship Fund in Advertising Award, 2021-2022

### Bridgewater College

Bridgeawater, VA | Aug 2002 - May 2006

- B.S. in Allied Health Sciences, Communications Minor

## SKILLS

- ✓ Conceptual Copywriting
- ✓ Scriptwriting & Filmmaking
- ✓ Editing (Final Cut Pro)
- ✓ Improv, Standup, Sketch, Acting
- ✓ Social Media Content Creation
- ✓ Brand Voice

## INTERESTS

- Writing & Playing Music
- Painting
- Filmmaking
- Nats/Wizards
- Selling Andre 3000 a coat in Greenwich Village
- Upright Citizens Brigade Theatre NYC

## ASK ME ABOUT