


MARTHA BRIGHAM


Content Manager & Customer Experience Specialist

CONTACT

 917.708.0727

 ambrigham89@gmail.com

 New York, NY

 Martha-brigham.com

PROFESSIONAL CERTIFICATIONS

- Digital Marketing and E-Commerce, Google, Completed 2024
- Social Media Marketing, Meta, Completed 2024

EDUCATION

The New School

B.A. in Creative Writing

The Lee Strasberg Institute

A.A. in Theatre and Performance

PROFILE

Martha holds a Bachelor of Arts in Creative Writing and an Associate of Arts in Theatre. Her expertise lies in copywriting, editing, and digital & social media marketing. With skills in digital creation and a strong background in management and operations, Martha is prepared to make valuable contributions to your team's endeavors, adeptly navigating through different challenges and opportunities.

WORK EXPERIENCE

COPYWRITER AND CONTENT DESIGNER

Harmon Media and Marketing Group

January 2024 - Present

- Proficient in crafting compelling and engaging copy for various mediums, including web content, advertisements, and marketing materials, with a focus on driving audience engagement and achieving desired results.
- Proficient in Canva, CapCut, and Adobe Creative Suite (Photoshop, Illustrator, Express) for creating visually appealing graphics and designs tailored for social media platforms.
- Knowledge of current social media trends, platform specifications, and best practices for optimizing content performance and driving audience engagement.
- Excellent communication and time-management skills, with the ability to prioritize tasks and meet deadlines in a fast-paced environment.

DIRECTOR OF DIGITAL MARKETING & GENERAL MANAGER

Lulu & Po

July 2022-December 2023

- Created compelling content, including images, videos, and written copy, to showcase menu items, special promotions, and restaurant events across various social media platforms, such as Instagram, Facebook, and TikTok.
- Implemented strategies to increase online reservations and drive foot traffic to the restaurant, including utilizing call-to-action buttons, location tagging, and geotargeted ads to encourage action and conversions.
- Managed social media accounts and maintained a consistent posting schedule, ensuring brand messaging and visual aesthetics align with the restaurant's identity and target audience preferences.
- Experience in Adobe Creative Cloud, Canva, Capcut, and Afterlight editing
- Provided exceptional customer service, resolving escalated issues promptly and ensuring customer satisfaction.
- Successfully managed day-to-day operations, including cash handling, payroll administration, and facility maintenance, ensuring smooth and efficient restaurant functioning.
- Recruited, hired, trained staff, and created staff schedules
- Collaborated with the executive team to develop long-term business plans and goals, contributing to the overall success and growth of the restaurant.
- Maintained a strong network with vendors and sales representatives

MARTHA BRIGHAM

Digital Content Creator and Copywriter with a focus on Management and Customer Service


SKILLS

- Skilled in copywriting, editing, and digital design.
- Strong organizational and time-management skills
- Excellent communication and interpersonal abilities
- Ability to work independently and as part of a team
- Sharp attention to detail and skilled at handling multiple tasks simultaneously
- Experience with Adobe Creative Cloud, Capcut, Canva, and Afterlight editing
- Proficient in Microsoft Excel, Word, and Google Workspace

REFERENCES

Laura Cronk


CHAIR, UNDERGRADUATE WRITING
Writing & Democracy Honors Program


 718.288.2748

 lauracronk@gmail.com

Jacalyn Padilla


PEOPLE OPERATIONS ASSISTANT
Smart Design

 631.339.5164

 Jacalynpadilla@gmail.com

Matt Hamilton

OWNER AND CHEF
Lulu & Po

 917.514.8167

 matteohamilton@yahoo.com

WORK EXPERIENCE

ADMINISTRATIVE COORDINATOR

The New School

October 2022-December 2023

- Maintained up-to-date knowledge of current trends and developments in creative writing research, attending conferences, workshops, and seminars to exchange ideas, share insights, and foster professional growth.
- Collaborated with faculty members and fellow researchers to conceptualize and produce multimedia content, including digital storytelling projects, to explore new modes of literary expression and audience engagement.
- Provided administrative support for research projects, including data management, scheduling, and coordination of meetings and events, ensuring efficient operation and timely completion of project goals.

ARTS EDUCATOR

Berkeley Repertory School of Theatre

May 2018- September 2020

- Facilitated interactive workshops and residencies in schools, community centers, and other educational settings, engaging students in collaborative storytelling, character development, and ensemble-building activities.
- Implemented strategies to promote inclusivity and cultural sensitivity in the classroom, celebrating diverse perspectives and experiences through storytelling and performance.
- Worked with partners to expand theatre education access and programming opportunities for diverse students.
- Advocated for the importance of arts education in schools and communities, communicating the value of theatre as a tool for personal expression, social-emotional learning, and cultural enrichment.
- Collaborated with classroom teachers to integrate theatre arts into the curriculum, aligning lessons with academic standards and enhancing student learning across subject areas.

CUSTOMER SERVICE SPECIALIST

Barnes and Noble Bookstores

September 2007-September 2010

- Assisted customers with special orders, book reservations, and online purchases, utilizing bookstore databases and ordering systems to fulfill requests and accommodate unique customer needs.
- Collaborated with team members to coordinate author signings, book club meetings, and other store events, contributing to event planning, setup, and promotion to attract and engage customers.
- Participated in inventory management tasks, including conducting regular stock counts, processing returns, and coordinating with publishers and distributors to replenish inventory as needed.

ACTOR

Los Angeles, New York, San Francisco

January 2013- March 2020

- Worked consistently as a professional stage actor in Los Angeles NY and primarily, in theatre in the Bay Area with a variety of playwrights, directors, and actors.