

Nicolas A Martinez

-Full contact upon request-

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Experience

Communications Associate, *Institute for Women's Policy Research*

Jun '16-present

- Maintained three websites and blog for IWPR using **WordPress**.
- Implemented mass email communications to **advocates, press, and congressional contacts** on a diverse portfolio of policy areas, including women's health, family, and labor policy using **Salesforce and iContact**.
- Drafted and managed social media, including **Facebook, Twitter, LinkedIn, and Instagram** using **Tweetdeck** and **Hootsuite**. During my tenure, IWPR's number of **Twitter followers grew by over 40%**. I managed [@IWPRResearch](#) and launched IWPR's newest sister account, [@JournalWPP](#).
- Designed **shareable social media infographics graphics**, video content, and contributed to advocacy day toolkits with various coalitions. Designed report covers and other media with an **intersectional and inclusive approach**.
- Prepared regular monthly reports that track and analyze social media and website strategy effectiveness. During my tenure at IWPR, [iwp.org](#) web traffic **received top five highest trafficked days ever**.
- Managed and implemented Google Ad campaigns and monitored effectiveness of ad strategy; used this data to advise web design, content selection, and overall **user experience (UX) design**.
- Developed and implemented new **search engine optimization (SEO) strategy** to improve web traffic.
- Organized and served on IWPR's Diversity and Inclusion Committee, worked with outside consultants to foster a positive working atmosphere.

Communications Fellow, *Partnership for Public Service*

Jan '16-May '16

- Generated the Partnership's **daily electronic newsletter** using **Convio** while monitoring media and policy developments that may impact the Partnership's mission.
- Supported event registration, check-in, and logistics, including convenings with C-suite federal employees, contractors, and consultants.
- Served as an external-facing image of the organization during events and maintained professional, customer-centered behavior during events with high-value stakeholders.

Communications and Legislative Affairs Intern, *Center on Budget and Policy Priorities*

Dec '14-Dec '15

- Tracked CBPP media citations using **CisionPoint** for internal strategic tracking.
- Condensed complex policy research into concise **email communications, blog posts, and press releases**.
- Handled **CBPP media inquiries** via email or phone and **scheduled interview requests** with senior analysts.
- Tracked press and congressional budget legislation affecting federal tax policy or safety net programs and attended congressional hearings and other advocacy events.
- Provided support in all stages of the complex process involved in messaging and framing the debate including tracking media coverage, updating and maintaining targeted contact lists, drafting press advisories.

Skills

Microsoft Office Suite, Adobe Creative Suite (Photoshop, Illustrator, InDesign), WordPress, HTML/CSS, Sprout Social, Google Analytics, Hootsuite, Buffer, Google Ads, iContact, Salesforce, LinkedIn Page Management, Instagram for Business, Canva, Tableau, Facebook Page Management, Cision Media Monitoring, Outlook, SharePoint

Language Skills: Spanish: elementary speaking, proficient reading/writing

Education

B.A. Political Science, Minor in Economics, *The College of William and Mary*

Aug '10-May '14

Relevant Coursework: Political Theory, Intro to Constitutional Law, Macro/Micro Economic Theory, LGBTQ Studies, Sociology, Feminist Theory, Latin American Philosophy, Political Science Research Methods, American Safety Net Policy, Legislative Process, Consulting and Business Writing, 2D and 3D Art Foundations, Photography and Printmaking,

General Assembly DC: Intro to: UX Design, HTML/CSS, Digital Marketing, Project Management 10 hours

The OpEd Project: Full day workshop for op-ed writing with focus on marginalized voices, 9 hours