

# Marty Mule

Address

Email | Phone Number

Personal website or LinkedIn URL

---

## EDUCATION

Muhlenberg College, Allentown, PA

Expected May 2019

Bachelor of Arts, Major in **Media & Communications** and Minor in **Business Administration** (GPA: 3.32)

- Relevant Courses: News Writing, Narrative Journalism, Media Law, and Introduction to Moviemaking

## MEDIA EXPERIENCE

**Social Media Intern**, NBC News, New York

January 2019-Present

- Write and schedule Facebook and Twitter posts to a combined 16.1 million followers using SocialFlow
- Publish Instagram photos, galleries, and videos to 1.7 million followers using the Later app
- Design Instagram stories for news articles and political events
- Write on MSNBC's Facebook page to cover political events to their 2.2 million followers
- Organize Facebook Live events with news reporters to promote their articles
- Edit and compile video clips of breaking news stories under tight deadlines using Wildmoka
- Design breaking news templates for Instagram Stories using Adobe After Effects and Premiere Pro
- Strategize a cross-brand of posts on Facebook, Instagram, and Tumblr for #SheThrives, NBCBLK's series of articles on inspiring Black women for Black History Month
- Post articles for the different audiences of Tumblr, LinkedIn, and Reddit to a total of over 403k followers

**Staff Writer and Video Journalist**, The Muhlenberg Weekly, Allentown, PA

October 2018-Present

- Write articles about campus events, student organizations, and the college administration
- Direct and edit videos about sustainability initiatives on campus made by both students and college faculty

**Digital Strategy Intern**, NBC Entertainment, New York

September-December 2018

- Wrote biographies on the NBC website for NBC's late night guests on *The Tonight Show Starring Jimmy Fallon*, *Saturday Night Live*, and *Late Night with Seth Meyers*
- Tracked and compiled the social media performance of NBC's Late Night shows and competitors on Facebook, Instagram, Snapchat, YouTube, and Twitter
- Mapped CBS, ABC, CW, and FOX's digital monthly strategy for TV shows on their websites and mobile apps

**Social Media Intern**, TED Conferences, New York

January-September 2018

- Craft social media copy for TED-Ed's 14.2 million followers on Facebook, Twitter, Instagram, and YouTube
- Wrote copy for TED-Ed's blog and newsletter to 6 million people using Wordpress and MailChimp
- Published TED-Ed's videos, illustrations and copy on Talkstar, TED's back-end system
- Designed weekly interactive, animated Instagram Stories for 193k followers using Adobe Creative Suite
- Analyzed TED-Ed's social media performance and created weekly analytical reports to improve audience retention through Excel, Delmondo, SocialBakers, and SocialFlow

**Video Production and Social Media Intern**, The Shark Group, New York

August-December 2017

- Produced videos of Daymond John and his team to existing partners using Adobe Premiere Pro
- Wrote social media copy for Daymond John, Carlos Santana, Catherine Zeta-Jones, and various Shark Group and Shark Tank affiliated accounts
- Managed social media campaigns through Facebook Insights, Sprout Social, and Hootsuite
- Engaged 200k followers to increase brand influence on Facebook, Twitter, and Instagram

## SKILLS

- Adobe Premiere Pro
- Final Cut Pro
- Adobe Photoshop
- Social publishing software
- Avid Media Composer
- Adobe After Effects
- SocialFlow
- Spanish fluency