

Will Martin

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Summary

I'm a public affairs senior manager with a passion for storytelling and public service. With more than 16 years of public affairs and journalism experience, my areas of expertise include disaster response, interagency coordination, legislative and international affairs, and military and veterans' issues. I'm proficient in crisis communication, media relations, social media strategy, writing and editing, communication-plan development and measurement, and media instruction and training. I'm also an award-winning writer and visual designer with several years of civilian newspaper experience.

Experience

Deputy Director of Public Affairs (federal GS-13)

California Military Department

Dec 2007 – Present

I serve as the first point of contact between the media and the 21,000 soldiers and airmen of the California National Guard. I'm responsible for media outreach and response, crisis and disaster communication, and drawing public and political attention to the nation's most dynamic and frequently deployed National Guard force.

Duties include serving as a state agency spokesperson, providing public affairs guidance and training to military and political leaders, developing messaging and communication campaigns, and creating and measuring content for digital and social media platforms.

U.S. Army Officer

Army National Guard

Jan 1998 - Present

I have served in the U.S. Armed Forces since 1998, including more than 10 years of full-time federal service. Prominent assignments include leadership within a FEMA disaster-response force (Homeland Response Force, FEMA Region IX), providing airspace defense across the National Capital Region in Washington, D.C., and serving as a general's aide during a civil affairs deployment to Iraq.

Editor, reporter, designer

McClatchy & Scripps Howard Newspapers

Jan 2000 – Dec 2007

I worked in both the news and sports departments of several newspapers across South Carolina. I held several positions, including reporter, copy editor, page designer, copy desk chief, assistant sports editor and news editor. I earned state press association awards for both design and writing and participated in two comprehensive newspaper redesigns.



Education

The Johns Hopkins University

Master of Arts, Communication

2014 - 2016

Defense Information School (DINFOS)

Publics Affairs Officer Leadership Course

2013 - 2014

Clemson University

Graduate Studies, History

1994 - 1995

Bob Jones University

Bachelor's Degree, History

1990 - 1993

Skills

Media Relations	Social Media	Crisis Communications	Spokesperson	Government
Speech Writing	Disaster Response	Legislative Affairs	News Writing	Interviews
Storytelling	Military Ops	Photography & Video	AP Style & Editing	WordPress
Microsoft Office	Mobile Platforms	Analytics & Measurement	Fundraising	SEO

Honors

Second Place, Sports Feature Writing, 2012 Keith L. Ware Awards (U.S. Army annual journalism contest)

Second Place, Sports Feature Writing, 2012 Annual National Media Contest, National Guard Bureau

Bronze Star Medal, U.S. Army, 2010, in recognition of conduct during Operation Iraqi Freedom

Second Place, News Writing, 2008 Annual National Media Contest, National Guard Bureau

Second Place, Feature Writing, 2008 Annual National Media Contest, National Guard Bureau

Second Place, Sports Feature Writing, 2007 Annual Newspaper Contest, S. Carolina Press Association

Third Place, Front Page Design, 2004 Annual Newspaper Contest, S. Carolina Press Association

Second Place, Front Page Design, 2001 Annual Newspaper Contest, S. Carolina Press Association

Volunteerism

Providence

Communication & Fundraising

2010 – Present

Since my return from Iraq in 2010, I have served as a communication and fundraising volunteer for [Providence](#), a Christian non-profit dedicated to bettering the lives of orphans in Central America.