

Will Martin

Residence: Sacramento, CA

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Summary

Senior government communicator with 18 years of public affairs and journalism experience; expertise in communication planning, crisis communication, policy messaging, and social media strategy.

- Lead media and social media strategist for California Military Department
- State agency spokesperson
- Award-winning writer and visual designer
- Master's degree in media relations and digital communication (Johns Hopkins)
- Army public affairs officer with 19 years of military service

Experience

Deputy Director of Public Affairs (federal GS-13)

California Military Department

Dec 2007 – Present

- State agency spokesperson with more than 200 media interviews
- Created and led more than 30 communication campaigns
 - California wildfires response
 - "Don't Ask, Don't Tell" repeal
 - Call for National Guard growth amid defense spending cuts
- Public affairs counsel to military and civilian agency leaders
 - Military general officers
 - Gov. Jerry Brown's press office
 - California state agency public information officers

U.S. Army Officer & Enlisted Soldier/Airman

Army National Guard and Air Force Reserve

Jan 1998 - Present

- 19 years of military experience, including 10 years of full-time federal service
- Executive officer in FEMA disaster-response force (Homeland Response Force, FEMA Region IX)
- General's aide during military police deployment to Iraq

Editor, Reporter & Designer

McClatchy & Scripps-Howard Newspapers

Jan 2000 – Dec 2007

- Reporter, page designer, and editor at several daily newspapers
- Earned state press association awards for writing and page design
- Spearheaded two newspaper redesigns

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Education

Johns Hopkins University

Master of Arts, Communication

2014 - 2016

Department of Defense Information School (DINFOS)

Publics Affairs Officer Qualification Course

2013 - 2014

Clemson University

Graduate Studies, History

1994 - 1995

Bob Jones University

Bachelor's Degree, History

1990 - 1993

Honors

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

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, South Carolina Press Assoc.

Third Place, Front Page Design, 2004 Annual Newspaper Contest, South Carolina Press Assoc.

Second Place, Front Page Design, 2001 Annual Newspaper Contest, South Carolina Press Assoc.

Volunteerism

World Relief

Refugee Assistance

2016-Present

Co-lead World Relief Good Neighbor Team, which assists refugee families in navigating U.S. culture and public institutions across Sacramento region

Providence

Communication & Fundraising

2010 – Present

Communication and fundraising volunteer for [Providence](#), a Christian non-profit dedicated to bettering the lives of orphans in developing nations