

WILL MARTIN

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RELEVANT EXPERIENCE

(Please check out LinkedIn for my complete 20 year work history.)

Little Colorado LLC

Marketing & Administration Manager, Sept. 2020 – Present

Brand & accounts management for a mid-size online manufacturer and retailer. Managed every aspect of the online business: accounting, customer service process & agents, new partnership discovery & relationships, onboarding, hiring & HR, and many other misc. administrative. Implemented and maintained the modernization of software, hardware and SaaS for the business. Webmaster to all websites, including the complete design and backend implementation of littlecolorado.com, woodtoybox.com & littleandbrave.us. Built and maintained a fully featured app for tracking incidents and determining overall quality. Social media content creation and influencer management, Google & Social Media ad campaigns research, implementation & management.

access.mobile

Executive Assistant to the CEO, July 2019 – April 2020

Organize & manage CEO's calendar, travel, expenses, document crafting, employee relations tracking, post-meeting summaries, etc. Coordinated a week-long company Global Retreat. Successfully coordinated Shareholder & Board meetings. Coded/created a fully-featured CRM tool and helped to manage & improve upon it. Used on-brand design to create or redesign many materials both hard and soft copy for a variety of uses including office, marketing and digital branding. Built a Media Page for all news & media features. Was webmaster and conducted all updates/improvements to website.

Microsoft

Business Administrator, Aug. 2012 – Sept. 2018

Perform & manage administrative tasks including; calendar management, travel arrangements, meeting planning, preparing expense reports, hiring tracking and coordination, office support, procurement, contractor/vendor management. Executive research and communications including newsletter management, email, presentations & slideware. Budget reporting, business operations and financial reports, device inventory, company culture advocate, personnel & facility management. Event planning & morale initiative execution in a range of budgets (\$100 - \$1million). Giving campaign coordinator to raise millions of dollars for charity from my team's donations every year. Complete other special projects as assigned.

willpower.codes

Freelance Web Developer & Print Designer, Aug. 2012 – Sept. 2018

Freelance designer specializing in website development & design. Logos, Website design: JavaScript, HTML5, CSS, WordPress, etc. Print designer for ads, document/booklet & photography touch-up. Video editing in Adobe Premier.

EDUCATION

San Jose State University & Foothill Community College

Jan. 2016 – Dec. 2018, Bachelor's Degree of Science: Software Engineering (In-progress)

University of Colorado Boulder

Sept. 2006 – May 2009, Bachelor's Degree of Arts: English Language

Pueblo Community College

June 2005 – May 2007, Associate's Degree: Business Administration