

martha christine

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Skilled in Adobe Creative Cloud, Canva, MS Office, Google Suite, Google Data Studio, SPSS, SAS, and SeQuel
Abundantly creative with the ability to multitask, while keeping focus on details and time-management

Experience

Hillsboro Presbyterian Church, Nashville-based church

Marketing Analyst Intern

2022

- Focused on growing and strengthening the organization's online social media presence
- Utilized data and statistical analyses to uncover solutions and insights into how to successfully grow online presence
- Created presentation decks to present data findings in a meaningful and actionable way

Threadbird, Custom printed apparel

Art Production Manager

2022 – Current

- Managed a team of five art production coordinators while actively mocking and preparing art files for production
- Established art production processes to better integrate with sales and vendor processes
- Produced monthly, quarterly, and annual data reports on art production performance to promote department growth

Senior Art Production Coordinator

2018 – 2022

- Established and enacted departmental processes, and trained four new employees with these processes
- Created and maintained a working manual for the art production department to facilitate onboarding, training, and education
- Produced conceptual and print ready designs for customers

Art Production Coordinator

2016 – 2018

- Mocked up apparel for thirty to forty percent of monthly orders on average
- Served as a liaison between print vendors, sales support, and customers
- Prepared art files for print production use

Cumulus Media, Nash Country Weekly Magazine

Graphic Designer

2015 – 2016

- Maintained the layout creation of a sixty-five-page publication on a weekly basis
- Created illustrations and templates to expedite layout creation

Gradspring, Online job board for recent graduates

Social Media Specialist

2013 – 2015

- Utilized HootSuite to plan out weekly interaction across all social media platforms
- Analyzed data from Facebook Analytics and Google Analytics, and implemented specific marketing campaigns

Graphic Designer

2012 – 2015

- Designed and produced socially sharable graphics to promote the website and grow the userbase
- Designed marketing content and ensured brand consistency

Martha Christine, Freelance in Advertising and Marketing

Freelance Designer

2012 – 2016

- Created publication and promotional material for Nashville Parent Magazine and Lam Andrews marketing firm
- Designed branding and promotional material for various Nashville-based businesses and events, such as East Side Hootenanny

Education

Pennsylvania State University

2022

Master's in Marketing Analytics and Insights

Belmont University

2012

BFA, Design Communications in Marketing and Business Administration

Additional

- Adult Literacy Tutor, Children's Literacy Tutor at YMCA, and Habitat for Humanity Volunteer