

SAMUEL MARTIN

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Summary

A driven, confident, and commercially minded design graduate with proven communication skills and a track record of sourcing and winning my own freelance clients. First-hand experience in content creation, offering a strong understanding of what drives authentic audience engagement. A personable self-starter with a proven ability to pitch and present ideas effectively, to adapt my approach to meet client needs, and deliver impactful results. Analytical and data-driven, with experience tracking client social media engagement analytics and adjusting strategies to optimise performance. Over the past eight months, I have been actively experimenting with AI-driven content creation, including AI-generated ads and video production, gaining early hands-on insight into how emerging tools are shaping the future of content and digital marketing. Eager to bring my creativity and interpersonal skills into a social media or digital marketing role.

Skills

- Verbal communication skills
- Planning and executing projects from concept to delivery
- Proficient in Adobe creative suite, Premiere Pro, Illustrator, Photoshop
- Building and maintaining client relationships
- Social media editing expertise
- Content creation
- Team collaboration
- Managing social media accounts
- Graphic design / Brand design

Work history

Content Creator & Short Form Content Representative

06/2025 - current

Jomo – Paris

- Collaborated with productivity app Jomo to craft engaging short-form video content for social media platforms, focusing on improving brand visibility.
- Produced a series of product focused TikTok videos using a hook + demo format, showcasing app features to increase viewer retention and installs.
- Analysed competitor strategies and adapted creative approach, improving content performance through iterative testing and refined storytelling.
- Managed end-to-end content creation, including scripting, filming, editing, and publishing under a personal TikTok handle to drive organic reach.

Social Media Assistant

03/2026 - 04/2026

Plotpackers – London

- Developed and maintained a structured social media calendar to ensure consistent, on-brand posting across platforms
- Created and published content aligned with defined content pillars to maintain strategic messaging
- Filmed and edited original video content for social media channels
- Designed reusable Instagram carousel templates to streamline content production
- Managed customer communications by responding to direct messages in a timely and professional manner

Content Creator // Explorer Program

08/2025 - 11/2025

Kilroy Travel – England, Sri Lanka, India

Selected as the UK representative for Kilroy's 2025 Explorer Program, a global group travel company.

- Tasked to create and publish original content across personal affiliate channels to promote Kilroy travel routes and experiences.
- Developed high-quality photo, video deliverables for Kilroy's official platforms and marketing campaigns.
- Collaborated with Kilroy's content and marketing teams to plan, capture, and review material aligned with brand objectives.
- Evaluated and reviewed travel routes to inform future campaigns and route development.

Gap Year Travel

02/2025 - 07/2025

- Solo Travelling Southeast Asia

- Engaged with various cultures while travelling solo for five months.

Cultivated meaningful connections through immersive experiences across different regions.

Events Worker

02/2023 - 12/2025

Michael Wisher

- Collaborated with the company to provide flexible support across departments during events.
- Assisted at high-traffic, high-profile venues such as The Oval, Lord's Cricket Ground, and Wembley Arena, as well as in bars, clubs, private parties, and large-scale festivals, including Cambridge Folk Festival, Gemfest and Bearded Theory.
- Carried out a wide range of event-day tasks, including bar work, catering, stewarding, and retail stand operations.
- Delivered excellent customer service in every interaction, ensuring the venue's values were consistently represented.
- Resolved guest complaints effectively by providing practical solutions to issues as they arose.
- Worked closely with team members to maintain a seamless and enjoyable customer experience.

Graphic Designer

09/2023 - 05/2025

Freelance – Nottingham

- Worked with a variety of clients, designing and contributing to impactful projects across multiple industries, including music, lifestyle, and mental health.
- Jägermeister: Won a national competition to design a custom tap for their Nottingham marketing campaign.
- Socks with Soul: Designed a collection of socks for their launch, with proceeds supporting Mind, the mental health charity.
- DJ Logos: Created distinctive logos for various DJs, including @itsbosky, enhancing their brand identity.
- Event Design: Produced promotional materials, including leaflets and event branding for events such as City Noise Drum & Bass, Secret Garden Nottingham, and Sir John Borlase Pub.

Promotional Representative

09/2023 - 02/2025

Detonate, City Noise, CUE, and Prime Time Beers – Nottingham

- Represented brands at high-traffic events and promotional stands across university campuses, freshers' events, and major venues such as Tough Mudder.
- Engaged with audiences to enhance brand visibility and deliver impactful event experiences.
- Provided product information, answered attendee questions, and facilitated interactive experiences.
- Set up and managed promotional stands, ensuring a welcoming and engaging atmosphere.

Clothing Brand Owner

01/2017 - 01/2020

Sad boy Boutiques – Hemel Hempstead

- Launched an online-only clothing reselling store, initially focusing on scarce and hyped pieces from brands such as Supreme, Palace, and Anti-Social Social Club.
- Marketing included social media ads, photo shoots, and branding of the site and online content.
- Adapted the business model by pivoting to drop shipping regional vintage racing jackets to American markets, successfully tapping into niche demand and expanding the brand's reach.
- Managed all aspects of the business, including sourcing products, branding, online sales, customer interactions and shipping.

Education

BA: Graphic Design

01/2021 – 05/2024

Nottingham Trent University - Nottingham

GPA: 2.1

A Levels: Art (B), Psychology (B), Business Studies (C)

01/2019 – 01/2021

Kings Langley Senior School - Herts

Achievements

- Completed a **24-hour open water swim relay** as part of a 3-person team, **swimming 61km** and **raising £1.3k** for Level Water, a charity that provides one-to-one swimming lessons for children with disabilities to help them build confidence and independence.
- Independently travelled across Southeast Asia for three and a half months, immersing myself in the culture for Level Water. This charity provides one-to-one swimming lessons for children with disabilities to help them build confidence and independence.
- Winner of regional design competition for Jägermeister's party tap (used for a Marketing campaign in Nottingham)
- Learnt AI visual software (**Kling, Nano Banana, Eleven Labs, Runway**), experimenting with integrating tools to unique visual outcomes.
- Launched and grew a new social media account, gaining **2,000 followers in under one week** and

achieving **100,000+ total views across all accounts.**

- Volunteering: Attended a 'Camps International' trip to Ecuador and the Galapagos Islands for 3 ½ weeks, to support the development of a local school: painted signs, developed an area for a water waste system, mixed cement, and planted trees for the reforestation project.
- Art Scholarship at St Albans School and GCSE Art Award, **obtaining the highest percentage grade in the school's history.**