



## PUBLIC RELATIONS SPECIALIST

# PAIGE MARTIN

Experienced professional with a successful career in managing, marketing and supporting athletes and organizations in the motorsports industry. Possesses a proactive approach to content creation, a strong work ethic, well-versed technology skills, and exceptional time management.

X @paigemartiin

Instagram @paige.martiin

paigemartin.com

### CONTACT

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Email pmarti0910@gmail.com

Address 122 Deer Valley Dr. Eagleville, TN

### EDUCATION

2023-PRESENT

MIDDLE TENNESSEE STATE UNIVERSITY  
BACHELOR OF SCIENCE IN JOURNALISM WITH A  
SPORTS MEDIA CONCENTRATION + MINOR IN  
MARKETING

### CAPABILITIES/SKILLS

#### PROFESSIONAL

- Project Management
- Photography
- Graphic Design
- Social Media Management
- Cross-Functional
- Analytical Understanding

#### PERSONAL

- Professional
- Problem-Solving
- Organized
- Creative Eye
- Multi-Tasking
- Think Outside the Box
- Detail Oriented

### REFERENCES

JOE WILLIAMS  
615-838-8699  
JOE@WILLIAMSONHERALD.COM

JEANNA LOYD  
615-722-5050  
EAGLEVILLEMERCANTILE@GMAIL.COM

CRAIG BARONCELLI  
727-608-8102  
CB@AE-ENGINE.COM

CHRIS BACON  
815-823-4138  
CHRIS.BACON@MTSU.EDU

### EXPERIENCE

#### FREELANCE PHOTOGRAPHER + SOCIAL MEDIA MANAGER

Self Employed

OCTOBER 2020 - PRESENT

Independently pursued motorsports and senior photography through Making Laps Media. Managed social accounts for Gavon Veach Racing, PEP III Racing, Lexy Barlow Racing, Eagleville Mercantile & Restoration, Eagleville Merchants Association, and Sorelles Italian Restaurant.

#### DRIVER + TEAM PARTNERSHIP MANAGER

AE Engine

APRIL 2024 - JULY 2024

Served as the main point of communication between sponsors and NASCAR teams on various campaigns throughout the season tracking deliverables, organizing race weekend hospitality, appearances and events, and social media campaigns and strategy.

#### FACTION46 PUBLIC RELATIONS

AE Engine

NOVEMBER 2023 - JUNE 2024

Managed all public relations and social media for NASCAR Craftsman Truck Series team, Faction46. This included handling sponsor relations and deliverables, communicating with NASCAR, orchestrating schedules, social media campaigns, graphic design, and photography.

#### LEAD DAILY DOWNFORCE SOCIAL MEDIA MANAGER

AE Engine

FEBRUARY 2023 - APRIL 2024

Created, managed, and executed social media strategies across all major platforms, driven by analytical reports. Additionally created engaging content through a combination of graphic design, photography, videography, and at track representation.

#### INFLUENCER INTERN

ABraidedBlonde

MAY 2022 - OCTOBER 2022

Oversaw scheduling, contract deliverables, LiketoKnowIt and Pinterest marketing, analytical reports, website updates. Assisted with fundamental graphic design, photography, and videography skills to create engaging content.