

Jesse Martin

Event Marketing Coordinator

Event Promotion Specialist with a focus on audience engagement and sponsor relations

Organized marketing professional with six years of experience coordinating promotional campaigns for corporate, nonprofit, and community events. Skilled at vendor management and on-site activation.



EDUCATION

Bachelor of Science in Event Management | Texas State University



KEY SKILLS

- Audience outreach
- Budget tracking
- Event logistics
- Media relations
- On-site coordination
- Sponsor communication
- Vendor management



PROFESSIONAL EXPERIENCE

Event Marketing Coordinator

CityPoint Productions | Austin, TX, | January 2020 – Present

- Manages event marketing plans that increased attendance by 18%
- Secures media coverage through press releases and targeted outreach
- Oversees vendor contracts and manages on-site activation teams

Marketing Associate

GreenLeaf Events | Austin, TX, | May 2017 – December 2019

- Coordinated pre-event social media campaigns
- Tracked guest registrations and provided post-event reporting