**MARCO MARSHALL**

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**PROFESSIONAL SUMMARY**

Creative and strategic Advertising/Public Relations major with experience in campaign planning, media writing, and digital engagement. Skilled in crafting compelling messages, managing social media accounts, and developing promotional materials. Adept at working in collaborative, deadline-driven environments. Passionate about helping brands connect with audiences through authentic and innovative communication.

**SKILLS SUMMARY**

* Strategic Campaign Planning
* Press Releases and Media Kits
* Social Media Content Creation (Canva, Buffer, Meta Suite)
* Adobe Creative Suite (InDesign, Illustrator, Photoshop)
* Brand Messaging and Copywriting
* Google Analytics and Hootsuite
* Client Presentation and Public Speaking

**EDUCATION**

Bachelor of Arts in Advertising and Public Relations Expected: May 2026

Marshall University Huntington, WV

GPA: 3.8

*Minor: Marketing*

**INTERNSHIP** **EXPERIENCE**

WV Department of Tourism Charleston, WV

Public Relations Intern Summer 2023

* Drafted press releases and media advisories to promote regional travel events.
* Assisted in social media content creation and analytics reporting for Facebook and Instagram.
* Helped coordinate logistics for media visits and press conferences.

**CAMPUS EXPERIENCE**

Marshall Ad+PR Capstone Campaign Huntington, WV

Student Account Manager Fall 2023

* Led a student team in developing a full campaign strategy for a regional nonprofit organization.
* Conducted primary and secondary research to inform creative direction and audience targeting.
* Presented final pitch to client and faculty, receiving positive feedback and adoption of proposed tagline.