

Caleb Martin

[linkedin.com/in/calebmartin24](https://www.linkedin.com/in/calebmartin24) | Washington, D.C. |(202) 809-1376| caleb.martin721@gmail.com

SUMMARY

Creative and versatile designer with extensive experience in design, videography, and fashion. Adept at creative problem-solving and bringing innovative ideas to life across diverse projects. Proven ability to excel in collaborative environments and contribute effectively to team-driven initiatives. Passionate about leveraging a strong design background to drive impactful visual solutions and enhance brand identities.

EDUCATION

Radford University, Radford VA

December 2024

- Major: Bachelor of Science, Art
- Concentration: Design, Videography, Marketing

EXPERIENCE

Information Technology Scholars (ITS), Marketing/Branding

August 2023 to Current

- Crafted Innovative Company Logo: Designed a striking and memorable logo that successfully embodies the brand's core values and vision, elevating its market presence.
- Produced Engaging Social Media Content: Created compelling videos and high-impact visuals for social media platforms, significantly enhancing audience engagement and driving substantial increases in follower growth and interaction.
- Developed Comprehensive Branding Materials: Designed and executed a suite of cohesive branding materials, including brochures, business cards, and promotional banners, reinforcing a strong and unified brand identity.
- Formulated Strategic Marketing Initiatives: Engineered and implemented data-driven marketing strategies that led to a notable boost in brand awareness, customer acquisition, and overall campaign effectiveness.

Videography, Freelance

January 2019 to Current

- Directed and Edited 10+ Music Videos: Shot and edited over 10 music videos, showcasing creativity and technical expertise to produce visually captivating content that resonates with audiences and enhances artist branding.
- Created Promotional Videos for Diverse Brands: Produced and edited high-impact promotional videos for various brands and companies, driving engagement and visibility through tailored visual storytelling.
- Collaborated with Videography Teams: Worked closely with other videographers and specialists in audio, visual effects, music, and graphics to ensure seamless integration of plot, score, sound, and visual elements into cohesive, polished productions.
- Enhanced Post-Production Quality: Provided expert support in post-production by meticulously composing shots and applying advanced techniques with lighting, lenses, and filters to achieve client-specific effects and high-quality final products.

Designer, Freelance

May 2021 to Current

- Designed Clothing Collections: Developed innovative clothing designs and curated unique collections for diverse brands and music artists, including Abundant, 4Lovers, Popular DC, No Savage, and DCD, enhancing brand identity and market appeal.
- Created Impactful Promotional Advertisements: Designed eye-catching promotional ads that effectively communicated brand messages and captured audience attention across various media platforms.
- Crafted Professional Logos: Designed distinctive and professional logos for companies such as Cyber Defense 3 and DCHCF, strengthening brand recognition and visual identity.

- Developed Detailed Clothing Mockups: Created comprehensive clothing mockup sheets to visualize and refine design concepts, ensuring accuracy and alignment with brand aesthetics before production.

Popular, Head Designer

May 2021 to August 2021

- Created clothing designs and curated collections
- Developed daily sketches
- Introduced new ways for designs to be printed onto garments
- Developed mockup sheets for garments
- Created and designed promotional ads
- Executed photoshoots that included managing multiple models while styling various garments.
- Applied designs to garments in various methods (heat press, screen printing, embroidery machine)
- Collaborated with the design team and editor in chief to redesign the aesthetic of the brand

The National Museum of African American History and Culture, Intern

January 2019 to August 2019

- Created designs of exhibits and exhibit rotations.
- Developed badges for the National History Day 2019.
- Assisted in graphic productions.
- Led design projects
- Built and installed display cases.

Arts on the Block, Apprentice

June 2018 to August 2018

- Created artwork for George Washington University.
- Led an art exposition at the Pepco Edison Gallery.
- Learned the ins and outs of doing commission art.
- Participated in creative empowerment of youth to imagine and shape fulfilling futures in art.

The Wealth Factory, Intern

October 2015 to January 2017

- Helped plan and design “Wealthy Life” financial literacy mobile application.
- Assisted with the design of Wealth Factory Website.
- Helped promote Wealth Factory resources using social media.

LEADERSHIP

College Bound, Site Ambassador

January 2016 to January 2017

- Served as a liaison between students and the Program Coordinators
- Completed year-long ASCEND Leadership Training Program through Rho Mu Omega Chapter of Alpha Kappa Alpha, Inc.
- Opened weekly site meetings by reading announcements to site members and closed site by asking for “good news” from each person.
- Attended and represented College Bound at various events in the Washington D.C. area.
- Delivered professional feedback for how to improve the site to gain more members.

SKILLS

- Proficient in Microsoft Office applications (Word, Excel, PowerPoint, etc.).
 - Videography
 - Proficient video editing software using Adobe Premiere and Adobe After Effects.
 - Proficient in graphic arts using Adobe Illustrator, Adobe InDesign, and Adobe Photoshop
 - Familiar with e-commerce platforms such as Wix and Shopify.
-