

CAROLINA ORTEGA MARTINEZ

Tallahassee, FL | 786-905-7454 | co22f@fsu.edu | Languages: English & Spanish | HSF Scholar |

EDUCATION

Florida State University, Tallahassee, FL — B.S. in Digital Media Production & B.S. in Editing, Writing, and Media; Minor in Art Entrepreneurship | *Expected May 2026*

PROFESSIONAL EXPERIENCE

College of Arts & Sciences, Florida State University — Tallahassee, FL

Media, Marketing & Communications Intern | May 2024 – Present

- Conduct interviews with faculty, students, and alumni to produce Spotlight Features and Spectrum Magazine articles.
- Assist with faculty headshots, interviews, and event coverage.
- Support content creation for Instagram, Facebook, and LinkedIn.
- Published in **SPECTRUM Magazine**: *Vince Omni – Beyond the Page*; *Joey Arellano – Constant Contact*.

College of Communication & Information, FSU — Tallahassee, FL

Production Equipment Room Assistant | Aug 2025 – Present

- Manage check-in/out of cameras, lighting, audio kits, and tripods.
- Ensure all equipment is complete, functional, and organized.
- Assist students with troubleshooting and proper handling.

Southern Scholarship Foundation, FSU — Tallahassee, FL

Social Media Manager | Jan 2025 – May 2025

- Designed and managed Instagram/TikTok content (graphics, videos, collages).
- Ensured content aligned with organizational goals and student community needs.
- Increased engagement and follower activity through consistent branding.

JHC Creative — Tallahassee, FL

Marketing Assistant Intern | Jun 2024 – Aug 2024

- Designed logos and banners for local businesses using Illustrator and Canva.
- Contacted 25+ local businesses to establish collaborations and promote events.
- Assisted in organizing and tabling at expositions, events, and conventions.

ESPN — Tallahassee, FL

Football Game Utility (Seasonal & Freelance) | Nov 2023 – Present

- Supported ESPN production crews with game-day utility tasks.
- Assisted with cable coiling and pre/post-production setup.
- Worked with sideline reporters and production staff on live sports broadcasts.

Ben Kaufman Sales Co. — Miami, FL

Digital Media Creator & Graphic Designer | Jul 2023 – Jan 2024

- Led design and production of the 2023 & 2024 Kaufman Towels product catalogs.
- Created branding materials using Photoshop, Illustrator, and Canva.
- Designed logos and merchandise graphics for apparel and promotional items.

VOLUNTEER EXPERIENCE

Mexican American Student Association (MASA), FSU — Tallahassee, FL

Public Relations Chair | Jun 2024 – Present

- Manage MASA's social media; increased followers by 200+.
- Created viral posts, including one reaching 34K impressions and 500 shares.
- Capture photos/videos at all events and maintain active digital presence.
- Serve as communications liaison for Instagram inquiries.
- Re-elected for the 2025–2026 executive board.

Seminole Productions — Tallahassee, FL

Volunteer / Sept 2023 – Present

- Operate cameras and assist with replay, audio, graphics, and utility roles.
- Support production for football, basketball, volleyball, baseball, and homecoming events.
- Set up, break down, and maintain live-production equipment.

SKILLS

Software: Adobe Photoshop, Adobe Illustrator, Canva, Premiere Pro

Media Production: Camera operation, replay systems, audio, post-production

Graphic Design: Logo design, product catalogs, social media graphics

Other: Photography, Painting, Digital marketing, Editing, Journalism

AWARDS & HONORS

- Patricia Sibley Endowed Scholarship in Mass Communication, 2025
- Hispanic Scholarship Foundation Scholar, 2024
- Rayburn Fund for Excellence in Public Relations Scholarship, 2024
- FSU Public Relations Scholarship Recipient, 2024
- Weston Rotary 2-Year Full Ride Scholarship, 2022–2024
- Latinos in Action Scholarship, 2022
- Arts for the Future Scholarship, 2022
- FSU Dean's List, 2023 – Present
- Best Painting Award, 2021 Congressional Art Competition (Broward County)
- Gold Key Winner, 2021 Scholastics Art Awards
- Honorable Mention, 2020 Scholastics Art Awards
- Artwork exhibited at Young at Art Gallery (Broward Scholastic Showcase), 2021