

Liv Martin

ABOUT

Communications professional and editor specializing in audience engagement, content creation, press relations and storytelling for international and European audiences. Brings a strong background in editing and reporting, including eight years of experience working at newspapers, magazines and online publications.

CONTACT ME



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SKILLS SUMMARY

EDITING + WRITING

Editorial Strategy
Copy Editing
Journalistic Reporting
Speech-Writing
WordPress CMS
Fact-Checking

SOCIAL MEDIA

Post Writing
SocialFlow
Hootsuite
Later.com

DESIGN

Photoshop
Creatopy
Canva

DATA

Adobe Analytics
Google Analytics
Domo
Chartbeat
Parse.ly
Microsoft Excel

AUDIO + VIDEO

Adobe Premiere Pro
Audition
Headliner

DATA VISUALIZATION

Datawrapper
Infogram

LANGUAGES

English (Native speaker)
French (Level C1)

PROFESSIONAL EXPERIENCE

Communications Manager, Europa Nostra

Brussels, Belgium

July 2025 - present

- Coordinate all communications activities of Europa Nostra and the European Heritage Hub consortium
- Manage news content, newsletters, and announcements, and lead daily social media strategy across multiple platforms
- Produce multimedia and graphic content for digital campaigns and events
- Manage press relations, including drafting press materials, pitching stories, and coordinating media interviews
- Oversee website content and analytics

Social Media Producer, POLITICO Europe

Brussels, Belgium

Aug. 2023 - June 2025

- Oversee strategy for X, LinkedIn, Facebook, Reddit, Instagram, Threads, Bluesky, WhatsApp and Telegram accounts
- Manage long-term projects and plans for content roll-outs to maximize impact
- Employ SEO best practices, writing and testing headlines, pitching POLITICO stories to third parties
- Write social posts, make custom graphics and charts for social media accounts on a daily basis
- Live-tweet news events, live-clip video, post breaking news
- Write articles and author newsletters

Social Media Manager, Geneva Solutions

Geneva, Switzerland

Jan. 2023 - June 2023

- Oversee Instagram, X, LinkedIn and Facebook accounts
- Create a strategy and style guide, and increasing followers, activity and engagement
- Make info-graphics

Associate Editor, Minnesota Monthly Magazine

Minneapolis, Minnesota

Oct. 2020 - July 2021

- Edit digital and print content across 11 publications
- Pitch and write articles for Minnesota Monthly and Midwest Home magazines
- Project manage multiple yearly custom publications for clients
- Create social media posts for Instagram, X and Facebook

Digital Editor, The Walker Art Center

Minneapolis, Minnesota

May 2018 - Oct. 2020

- Write original content for The Walker's website
- Use Swiftype analytics to manage search queries
- Optimize website content and usability
- Create an interactive map of the Sculpture Garden

EDUCATION

Sciences Po - Paris

Joint Masters in Journalism and International Affairs

Specializing in Human Rights and Humanitarian Action, Concentration in European Studies

Sept. 2021 - May 2023

University of Minnesota - Twin Cities

Bachelors in Journalism and Cello Performance, Minor in French Language

Sept. 2016 - May 2020

Magna cum laude