

# MARGARET MARTIN

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📍 Memphis, TN

Strategic communications professional with 12-plus years of high-level experience and a proven record of success using strategic communications planning and persuasive writing to deliver on clients' priorities.

## COMMUNICATIONS EXPERIENCE

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### **Margaret Martin Communications**

2022-Present

*Founder*

- Following years serving as a trusted communicator for United States senators and C-suite executives, launched Margaret Martin Communications to offer expertise to a wider range of clients
- Core services include communications consulting, message development, speechwriting, ghostwriting, and strategic content review/ copyediting. More: [margaretmartincomms.com](http://margaretmartincomms.com)

### **Communications Advisor, FedEx**

2018-2021

*Communicator for FedEx founder and Executive Chairman Frederick W. Smith*

- Ghostwriting for Smith's communications, including speeches, op-eds placed in national publications, and employee communications distributed to all FedEx employees
- Prepared Smith for national media appearances and speaking engagements before high-level audiences: investors, customers, policymakers — including global heads of state
- Collaborated with teams across the global FedEx enterprise to develop and execute Smith's strategic communications plans
- Work routinely featured as best practice within the department and/or recognized with FedEx employee awards for excellence

### **Communications Director, Sen. Lamar Alexander/Senate HELP Committee**

2018-2016

*Hired and managed a fast-paced communications team integral to the passage of consequential, bipartisan legislation*

- Developed and executed communications strategies for Alexander as Tennessee's senior senator and as chair of the Health, Education, Labor, and Pensions Committee
- Prepared Alexander for frequent print, radio, and on-camera media interviews on a wide range of nuanced policy matters

- Worked extensively with reporters at top-tier media outlets — including on-the-record experience
- Oversaw the drafting of, or personally drafted Alexander's speeches; op-eds; press statements, including more than 350 in 2017 alone; daily social media content; weekly constituent newsletter; and other key remarks
- Led strategic response to breaking news, exercising critical thinking under urgent deadlines
- Prepared Senate communicators on issues within HELP Committee jurisdiction — including providing weekly briefings with 200+ attendees

**Press Secretary, Senate HELP Committee** 2014-2016

**Deputy Press Secretary, Senator Lamar Alexander/Senate HELP Committee** 2012-2014

## EDUCATION

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**The University of Georgia** 2009  
 Bachelor of Arts in Journalism, Grady College of Journalism and Mass Communications

- Dean's List
- Copy editor for UGAzine, the university's student-run magazine

## SKILLS

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- Message development
- Persuasive writing
- Ghostwriting, including thought leadership pieces
- Speechwriting
- Communications planning
- Copyediting/strategic content review
- Public affairs
- Media training
- Executive support and coaching
- Project management