

Karly Martin

"I love creating things from the ground up. Whether it's designing a visual identity, sewing custom clothing, experimenting in the kitchen, or organizing every move I make in Notion. I'm detail-driven, a little obsessive with my projects, and happiest when I'm making something beautiful."

Contact:

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LinkedIn: [linkedin.com/in/karly-martin-aa86bb236](https://www.linkedin.com/in/karly-martin-aa86bb236)

Website: karlymass.com

Location: Alvin, TX

Education:

Expected 2026

Bachelor of Science in Digital Media - University of Houston, Houston, TX

2022

Associate of General Studies - San Jacinto Community College, Pasadena, TX

Professional Experience:

Jan 2022-Present

Title: Teacher of Photography & Photo Editing, Sewing, and Cooking

Company: iNSPIRE Academy - inspirecha.org - Alvin, TX

- Managed classroom activities for 5–25 students (ages 6–15).
- Simplified complex concepts for young learners in digital media, sewing, and cooking.
- Created original curriculum, semester plans, and hands-on projects.
- Demonstrated advanced knowledge of Adobe Photoshop, Lightroom Classic, and InDesign.

April 2019-Present

Title: Website & Advertising Manager

Company: Martin Lake Labs of Houston - houstonakclabradorpuppies.com - Rosharon, TX

- Drove rapid digital growth, increasing website traffic from 600 to 15,000+ annual visits in year one and sustaining long-term growth to over 30,000 visits annually by 2025 (+36% YoY).
- Photographed dogs and puppies for branding and marketing purposes.
- Collaborated with the owner to build the brand identity from the ground up.
- Designed and managed targeted ad campaigns using Google Ads and Facebook Ads.

Skills:

Technical: Adobe Photoshop, Illustrator, InDesign, Premiere Pro, Lightroom Classic, Animate, Notion, Microsoft Office Suite, C++, Python.

Soft Skills: Organization, Leadership, Creativity, Attention to Detail, Problem-Solving, Communication, Collaboration, Adaptability.