

TOP SKILLS

- Social Media Marketing
- Digital Marketing
- AI Tools
- Graphic Design
- Video & Audio Editing
- Media Production
- Problem Solving
- Website Design

WORK EXPERIENCE

Business Development Specialist **Community Action Committee of Pike County** October 2025–Present

Develop and organize marketing, outreach, and digital communication content for the Workforce and Business Development Program, including flyers, social media posts, newsletters, webpage updates, training materials, promotional videos, event communications, and partner-facing resources. Translate program services, training opportunities, business development resources, and client support processes into clear messaging for small businesses, entrepreneurs, employers, partners, and community audiences.

Create promotional materials for workshops, trainings, networking events, career fairs, and outreach activities, with a focus on improving visibility, engagement, and understanding of available services. Capture photo and video content during events and trainings for use in social media posts, future promotional campaigns, recap materials, animated flyer backgrounds, and event marketing assets. Use mobile media equipment, including a camera gimbal and field-ready file transfer tools, to support flexible event content capture and light media production.

Plan and deliver trainings on Canva, marketing, social media, website basics, and digital tools, helping nontechnical users improve their branding, outreach, and confidence with modern platforms. Use Canva, website tools, AI-assisted workflows, and other digital resources to support content creation, document development, training preparation, and communication planning.

Coordinate workshops, events, and networking opportunities by managing timelines, materials, participant communications, handouts, event promotion, and partner coordination. Support entrepreneurs and small businesses with business planning, marketing strategy, website presence, customer-facing materials, technical assistance, and preparation for growth-related resources.



CODY ALTMAN

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PROFILE

Marketing and communications professional with hands-on experience creating social media content, flyers, newsletters, website updates, promotional videos, training materials, and event communications for public-facing programs. Skilled at turning services, events, resources, and everyday organizational activity into clear, engaging content for community audiences, small businesses, partners, and employers.

Experienced in Facebook content posting, Canva-based design, website content updates, promotional video support, event media capture, business outreach, and AI-assisted content development. Comfortable managing multiple deadlines, adapting messaging for different audiences, brands, business goals, and using digital tools to improve visibility, engagement, and communication.

Currently serving as a Business Development Specialist, with day-to-day responsibilities heavily focused on marketing, communications, social content, event promotion, media creation, partner outreach, and support for small businesses and workforce programs.

OMJ Career Center Specialist

Community Action Committee of Pike County

October 2022–October 2025

Serve as the primary point of contact for clients, addressing their needs and connecting them with appropriate services. Manage client intake, screening, and file updates, while also handling departmental communications. Create and distribute job flyers, assist clients with job searches and resume preparation, and make referrals to partner organizations. Plan, organize, and manage community and networking events, including an annual career fair. Develop and deliver training curricula for staff and community members. Produce and manage media content for social media and the department website, including job postings, event promotions, step-by-step video guides, and public-facing promotional materials.

Website Developer

Self-Employed

July 2021–Present

Collaborate with clients to create customized website project plans and secure contracts. Design and develop websites using the Wix platform, incorporating client preferences and interactive features. Implement various widgets and tools to enhance user engagement. Upon completion, transfer website ownership to clients.

EDUCATION

STUDY OF BUSINESS MANAGEMENT

SHAWNEE STATE UNIVERSITY

Jan 2017—Dec 2020