







NATALIE KELLY

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PROFILE

Currently searching for internship and work opportunities to gain further experience and learn new skills that may be applied to future positions. High-energy and hardworking professional with a record of success in developing, facilitating, and implementing digital marketing campaigns. Skilled at developing and designing user centered content. Precision-driven with strong attention to detail and effective communication skills.

EDUCATIONAL SUMMARY

The University of Arkansas | Fayetteville, AR

Fulbright School of Arts & Sciences | Degree Conferral October 2023

- Bachelor of Arts, Communications, Minor in Sociology
- Fulbright College of Arts & Sciences Chancellor's List Award in Academic Excellence 2022 & 2023
- Fulbright College of Arts & Sciences Dean's List Award in Academic Excellence 2021
- 3.78/4.0 GPA

WORK EXPERIENCE

Digital Marketing Internship

Combined Benefits Group | Austin, TX | Summer 2022 | Employee Benefits Consulting Firm

- Redesigned company website with updated content to emphasize UX/UI by introducing a user-friendly layout with SEO-optimized content
- Competitive analysis and research industry trends
- Designed various print materials, assets, presentations, and newsletters using Adobe Suite software and ensuring that the company's standards and needs were met

Social Media Curator & Graphic Designer Internship

Filling in the Blanks | Darien, CT | May 2021-May 2022 | Child Food Insecurity Non-Profit

- Directed social media campaign partnership with the "Target Circle Guest-Directed Giving Program", allocating 71,458 votes and \$3,469 in funds to company
- Conducted research and tracked beneficiary trends
- Assisted with the development and management of social platforms including Facebook, Instagram, Twitter, and LinkedIn
- Developed and implemented strategic social media campaigns

Sales Associate

Nordstrom | Austin, TX | Summer 2021

- Worked collaboratively with team members to ensure that the sales floor was well-stocked, organized, and visually appealing
- Processed transactions accurately and efficiently using point-of-sale systems, including handling cash and credit card payments

LEADERSHIP & ACTIVITIES

Lambda Pi Eta Honor Society

Alpha Chapter | January 2022-Present

Zeta Tau Alpha Sorority

Epsilon Chapter | August 2018-May 2022

- Individually raised over \$800 in charitable donations for Susan G. Komen Organization
- Participated in leadership development activities and served in various roles, including T-Shirt and Environmental Committees, gaining experience in event planning, team management, and communication skills

Student Mobilization

Volunteer Leader & Member | September 2018-May 2020

- Held position of constructive leader and effectively communicate problem-solving skills to peers
- Focused on member engagement and improve member retention rate

SKILLS

- UI Design software (Figma, Sketch, Miro)
- Adobe Creative Suite (Photoshop, Illustrator, XD)
- Microsoft Suite (Excel, Word, PowerPoint, Visio)
- Usability Testing Tools (Optimal Workshop, UserTesting)
- Search Engine Optimization (SEO)
- Wireframing
- Prototyping
- WordPress
- Usability Heuristics
- Copywriting
- Sitemapping
- Critical & Creative Thinking
- User-Centered Design Thinking
- Data Analysis & Interpretation
- User Flow Design

PROFESSIONAL DEVELOPMENT

DesignLab UX Academy Foundations

UX Proficiency Program | May 2023-July 2023

DesignLab UX Academy

UX Portfolio Builder | August 2023-Present