NW

Natalie Williams

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Professional Summary

New graduate, seeking professional opportunities in UX/UI Research and Design, Web Design, Public Relations, and Marketing. Looking for roles to grow professionally, expand skills, and challenge myself. Extremely hardworking, outgoing, and adaptable with a strong motivation for success. Willing to relocate.

Work History

Bumble - Campus Director
09/2020 - 05/2022

- Led and motivated team of three peers at James Madison University to promote Bumble's professional networking, social networking, and dating services
- Recruited and established partnerships and relationships for Bumble at local level, successfully partnering with five Harrisonburg Businesses
- Acted as liaison between community leaders, campus team, and Bumble HQ
- Supervised and executed monthly events including localized bar tabs, social media promotions, marketing tactics, and virtual events. Last event resulted in over 70 app downloads in under 2 hours
- Managed campus-level budget, team operations, and logistics

Alpha Sigma Alpha Sorority - Public Relations Chairman
11/2019 - 12/2021

- Selected and led PR committee of 19 people
- Grew Instagram page by over 500 followers
- Created multiple promotional videos to support Sorority Recruitment, which resulted in record high 99% retention rate
- Coordinated promotional apparel orders, and successfully established relationships between sorority and apparel companies, resulting in discounted and customized apparel
- Presented Public Relations materials during weekly executive and chapter meetings to over 300 members
- Planned and executed multiple sorority photo shoots, including design and editing

Victoria's Secret PINK - Campus Representative
08/2020 - 06/2021

- Interviewed, selected, and managed campus marketing team of five
- Ran and created content for Instagram page with over 2,300 followers
- Evaluated product to influence development
- Hosted in-person and online marketing events
- Created graphics and hosted promotional initiatives such as giveaways and activities
- Supported and promoted social initiatives such as Anti-Bullying Month, World Mental Health Day, and partnership with The Jed Foundation

Skills

HTML and CSS Coding: Designed and executed multiple hand coded websites using CSS Grid Layouts Experience in Bootstrap 5, web hosting, and mobile first layout.
UX/UI Research: Completed entire UX research process for multiple projects. Experience in competitive analysis, defining users, personas, and user stories.
User Experience Design: Utilized UX research in creating design solutions for pain points. Experience in site mapping, developing user flows, wireframing and prototyping using Adobe XD.
Social Media Management: Managed multiple professional Instagram accounts, successfully growing followers. Experience in content creation, post planning, photo editing, and developing brand identity.
Event Planning: Executed promotional events to market products at a local level. Experience in networking, managing a budget, and recruiting and partnering with local businesses.
Management: Acted as lead in multiple roles requiring delegation, collaboration, and decision making. Experience in interviewing, conflict resolution and communication.

Education

05/2022
James Madison University
Harrisonburg, VA
Bachelor of Science: Media Arts and Design

- Concentration in Interactive Design
- Minor in General Business
- 3.555 GPA
- Graduated Cum Laude
- Dean's List Honoree, six semesters