

contact

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🌐 nataliearath.com

📍 Saint Louis, MO

education

University of Missouri-Columbia

Bachelor of Journalism in

Strategic Communication

Minors in Business and Spanish

Multicultural Studies Certificate

GPA: 3.99 /4.00

Expected May 2021

international education

Universitat de Barcelona, Spain

achievements

Advanced Google Analytics

Google Ads Search

HubSpot Inbound

HubSpot Email Marketing

Dean's List Honor Roll

skills

Adobe Creative Suite	Proofreading
AP Style Writing	Budgeting
Public Speaking	Time Management
Microsoft Office	Detail Oriented
Project Management	Scheduling

involvement

Greek Week 2021 Steering Committee

Mizzouthon Strategist

American Advertising Federation

Mizzou Suicide Prevention Coalition

Mizzou Homecoming Volunteer

NATALIE RATH

STRATEGIC COMMUNICATION

professional experience

Digital Strategist | August 2020 - present

National Student Advertising Competition (NSAC) – Columbia, MO

- One of 20 students selected to represent the University of Missouri in a premiere, national college advertising competition.
- Conduct target market & digital trend research to recommend the most strategic digital solutions for NSAC's client Tinder.
- Work alongside the Media Planners to create the campaign's budget allocations and evaluation methods.

Public Relations Assistant | May 2020 - December 2020

RIOT Media Group – Remote

- Monitored media, wrote media pitches, built media lists, maintained influencer/blogger outreach resulting in 21+ million earned media impressions and a follower growth rate of 94%.
- Conducted research on health, beauty and wellness B2C accounts and created community-driven, creative solutions to support strategy.

Digital Marketing Intern | January - March 2020

FlowMedia – Barcelona, Spain

- Developed social media marketing content for multiple Spanish accounts including: Movenpick, Happy Yoga, DonCasa BCN, Becrit and Koala Experience.
- Collaborated with clients, monitored analytics, managed community relations and drove brand awareness.

Content Strategist Intern | June - July 2019

Hughes Leahy Karlovic – St. Louis, MO

- One of six people chosen to work on the Launchpad agency team.
- Executed digital, experiential and social content strategy for a fully integrated marketing campaign for pet food start-up client and digital strategy for birthday month social media campaign for Build-a-Bear client.
- Created channel distribution strategies from research and presented findings to senior executives.

Marketing and Copywriting Intern | May - July 2018

CPG Agency – St. Louis, MO

- Assisted marketing team with online and offline marketing strategy for content development.
- Researched, wrote and edited online marketing content including blogs, infographics and web updates, managed and created social media content.
- Completed final project of marketing one-page website update.

Director of Public Relations | November 2018 - November 2019

Alpha Gamma Chapter of Alpha Delta Pi – Columbia, MO

- Managed all marketing tools for an organization of over 200 members, increased followers by 21%, increased audience engagement and reach.
- Started and led a public relations committee to enhance chapter website and blog.