

Natalie Rath

STRATEGIC COMMUNICATION

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EDUCATION

University of Missouri-Columbia
Bachelor's of Journalism in Strategic Communication
Minors in Business and Spanish
Multicultural Certificate
GPA: 3.988/4.000
Anticipated Graduation Date: May 2021

INTERNSHIP AND WORK EXPERIENCE

Barcelona Study Abroad - Flow Media Marketing | January 2020-April 2020
Public Relations and Marketing Intern

- Collaborate with clients, create content strategy and calendars, monitor analytics, manage community relations

Hughes Leahy Karlovic | Summer 2019

Content Strategist Intern

- Served on a six-person agency team as the Content Strategist
- Executed digital, experiential and social content strategy for a fully integrated marketing campaign for pet food start-up client
- Conceptualized content strategy for birthday month social media campaign for Build-a-Bear client
- Created channel distribution strategies from research

CPG Agency | Summer 2018

Marketing and Copywriting Intern

- 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 web update

LEADERSHIP

Alpha Gamma Chapter of Alpha Delta Pi | Fall 2017-Fall 2019

Director of Public Relations and Social Media Chair

- Strategized, scheduled and executed all social media platform posts, increased followers by 21%, increased audience engagement and reach
- Led PR Committee to enhance chapter website and blog, managed all marketing tools for an organization of over 200 members

Mizzouthon Leadership | Fall 2018-Spring 2019

Marketing Strategist

- Served on eight-person marketing team for the largest student run philanthropy that has raised over \$1.6 million since 2008
- Implemented augmented reality HP Reveal graphics for 2 Days of Miracles that led to recruiting 200 new members

COMMUNITY INVOLVEMENT

American Advertising Federation | Fall 2019-present
Member

Women in Media | Fall 2017-Fall 2019
Member

Mizzou Student Suicide Prevention Coalition | Fall 2017-present
Member

Mizzou Homecoming | Fall 2017-present
Blood Drive Volunteer

Woodhaven | Fall 2017-present
Student Volunteer

HONORS

Direct admit to the Missouri School of Journalism
Fall 2017

University of Missouri Dean's List Honor Roll
Fall 2017-present

Johnston Hall Woman of the Month
September 2017

Curricular Achievement Journalism Award
Spring 2017

National Quill and Scroll Honor Society
Spring 2017

Yearbook National Pacemaker Award
2016 + 2017

SKILLS

Adobe Creative Cloud
Augmented Reality HP Reveal
Microsoft Office
Copywriting
SEO & Digital Strategy