

Natalie Lerner

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PROFESSIONAL EXPERIENCE

LRS Team, Realtor - Sugar Land, TX **2021-Present**
Assist buyers and sellers in the purchase or sale of residential or commercial property for the best terms and price possible.

- Generated new lead stream via public events: Splash Day, Halloween Town, Food Drive; Holiday Open House
- Recognized as Best Team August 2021
- Revived marketing through rebranding materials, logo, and messaging for team

Best Version Media, Publisher - Sugar Land & Houston, TX **2019-21**
Produced a publication with digital marketing ads that connected the community via branding, content, and outreach.

- Re-envisioned content and layout with Content Coordinator and Designer - revitalized and made it relevant
- Strengthened financial foundation of publication; hit baseline sales goal - resulted in promotion Nov. 2019

Stageworks Theatre, Administration & Academy Director - Houston, TX **2017-18**

Developed live event and educational programming, communications, and sales plans. Supervised procedures, schedule, operations, budget, and inventory. Recruited, trained, and led personnel. Liaised with Board of Directors.

- Expanded community outreach and influence with the hire of 40 new staff persons
- Achieved 134% of sales goal, due in part to adjusted scheduling methods to allow more offerings
- Launched new revenue stream - brought in 588% return
- Strengthened branding with slogan development, sponsorship and marketing materials, and facility improvements

The Mosaic Hub Corp., Director - Houston, TX Incorp. 2010. Hard launch: **2015-17**

Founded a company. Developed live event and educational programming, communications, marketing, and sales plans.

Oversaw administration, vision, and creative imprint. Recruited and led teams of contractors, volunteers, and interns.

- Staged 18 themed shows and piloted 4 community programs - expanded outreach through a variety of events
- Contracted nearly 900 artists - brought opportunity to local talent
- Won rights to put Let's Play It program into 3 HISD schools - applied the arts into learning language
- Fostered partnerships with notable brands (e.g. TEDx, Washington Avenue Arts District; Hungry's)
- Established and managed budget - enabled forecasting and spending parameters
- Awarded 2 fiscal sponsorships and developed fundraising opportunities - resulted in 62.5% of funds contributed
- Built 100+ Photoshop graphics, 4 websites, and 100s of email/social media campaigns, marketing, and branding

Meritas Family of International Schools (The Village School), Administrative Assistant - Houston, TX **2011-15**

Provided Fine Arts dept. support by managing, streamlining, and organizing processes. Point-of-contact for public and cross-departments. Purchased supplies/services. Performed managerial duties in absence of Director. Coached/trained staff.

- Coordinated logistics for over 2,000 events, while multi-tasking on multiple projects
- Cultivated public relations – built community presence (e.g. perform at Astros, Dynamo, and City Centre)
- Designed and distributed original promotions and news write-ups - kept public informed, encouraged participation
- Created the Accounts Receivable P/L Database to manage budget, integrate audits, and track registrations/tickets
- Implemented and directed the STARS K-3 programs in their pilot year - produced new revenue
- Conceptualized the Fine Arts Participation Form, consolidated 28 forms into 1 - maximized productivity time
- Originated the Event Needs Chart - improved event plan tracking

A.D. Players Theater, Public Relations / Group Sales Rep / Instructor / Designer / Presenter - Houston, TX **2006-10**

Developed promotions to acquire a larger audience. Instructed professional and personal development classes in the field of presentation. Collaborated with directors/designers to fulfill vision. Performed in over a dozen+ events.

- Instituted the Partnership Program - built events plus public/B2B relations (e.g. CFA, HMFA, Zoo, Bayou Bend)
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EDUCATION & CERTIFICATES

Certificate in Event Management, Florida Atlantic University **anticipated Mar. 2022**

Certificate in Leadership, University of Texas Rio Grande Valley **anticipated Feb. 2022**

At Home with Diversity Certification, National Association of Realtors **2021**

REALTOR® #805659136, Nat. Assoc. of Realtors | **Real Estate Agent #0763028**, Texas Real Estate Commission **2021**

Bachelor of Arts: Theatre + Communications Radio/TV, (Cum Laude) Stephen F. Austin State University **2006**

- *Involvement:* Alpha Psi Omega (VP, Historian) | Nat. Society of Collegiate Scholars | Alpha Chi | Phi Eta Sigma
 - *Awards:* 1st place: documentary script + PSA, Nat. Broadcasting Society | Best Blend Shift KSAU | Intern KJCS
 - *Scholarships:* Ann Bradford Stokes Foundation | Texas Educational Theatre Association
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OTHER ACHIEVEMENTS

- *Sugar Land Rotary:* 2021 Rotarian-of-the-Year | 2023 Pres.-to-be, Secretary '21-'22, Community Service '20-'21
- *Sugar Land Cultural Arts Foundation Board of Directors:* Launch of Front Row Series + Sugar Land Arts Fest