

Natahlia-Naomi C.

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SUMMARY

Strategic communications professional with 5+ years of experience crafting effective digital campaigns, leading creative storytelling, and driving engagement across platforms. Skilled in brand messaging, content strategy, and cross-functional collaboration. Brand collaborations include Walmart, Verizon, Nike, Paramount, Discover, Mountain Dew, REVOLT, The Atlantic, and Special Olympics Maryland. Passionate about and seeking to use communications and storytelling for cultural and social impact, audience and business satisfaction, advocacy, and outreach.

EXPERIENCE

Graduate Assistant

Aug. 2025 - Present

Towson University, Communication and Advocacy (M.A.) Department

Towson, MD

- Worked with Program Director of the MA in Communication and Advocacy program to plan and execute recruitment events during the Fall and Spring semesters, develop flyers, posters, digital ads, and social media promotions.
- Created the first-ever Instagram page for the department, made engaging social media content, and maintained social media channels.
- Tracked and analyzed monthly social media and marketing metrics, increasing engagement by 75% in 30 days.
- Coordinated with University Marketing & Communications on coverage of program and events through photo, video, etc.

Social Media Coordinator

Feb. 2025 - Aug. 2025

Andrews University, Office of University Communication

Berrien Springs, MI

- Managed projects consistent with brand strategy in collaboration with the Chief Marketing Officer and Social Media Council.
- Supervised a team of various student photographers and videographers.
- Created and edited content captured by student workers and designers, including event coverage, marketing and enrollment campaigns, and various projects across departments, garnering over 55,000 views.
- Monitored media trends and implement social listening within higher education for relevant ideas and best practices for account of almost 30,000 followers.

Digital Marketing and Communications Specialist

Jan. 2018 - Aug 2025

Self-Employed

Remote

- Devised communication plans for clients in the tech, data consulting, and restaurant industries, managing accounts with 135,000+ combined followers, gaining 500,000+ organic views, and over 1 million views in 90 days.
- Partnered with media outlet REVOLT to write copy for their “Imagine If” campaign and featured in major media publications such as The Atlantic, Complex, Essence, and BuzzFeed.
- Managed email marketing and event promotion for 56,000+ subscribers.
- Garnered 10,000+ followers, over 300 million viewing impressions, over 4 million likes, and developed website on personal platform.

Communications Intern

Dec. 2023 - Aug. 2024

Revision Church Atlanta

Atlanta, GA

- Managed account of 2,200+ followers, primarily serving those in the Atlanta-metro area.
- Created photo and written content to amplify motivational and mission-driven messaging, increasing visibility.
- Crafted video assets to promote weekly services, gaining 6,000+ viewing impressions.
- Utilized relevant themes to foster audience engagement and conversation.

Social Media Coordinator

Aug. 2022 - July 2023

Cmmunity Media, Co., HBCU Esports League

Atlanta, GA

- Executed digital strategies and project management across 11 platforms for 10,000+ combined followers, increasing visibility by 118% in 30 days.
- Collaborated with brands including Walmart, Mountain Dew, Verizon, Hot Pocket, Nike House of Hoops, Paramount, Honda, and Discover to create photo, video, and written communication for marketing campaigns.
- Partnered with universities, influencers, and public figures such as Cam Newton to promote broadcasts, events, and esports initiatives in accordance with budgets, reaching audiences of 2,000 to 10,000 attendees.
- Contributed to writing and designing a marketing deck for future brand partnerships and sponsorships, ensuring alignment with brand messaging.

SKILLS

Competencies: Copywriting, brand partnership, digital marketing, CRM and email marketing, content development, website management, paid media strategy and ads, event planning and promotion, influencer marketing, community management, campaigns, documentation, communications, marketing, and brand strategy, research, data interpretation, messaging and storytelling, audience engagement, technical writing, press outreach, production assistance, budget compliance, brand management, media and public relations, project management

Tools: Hootsuite, Canva, Microsoft Suite, Adobe Suite, Google Workspace and Google Scholar, Mailchimp, Asana, Zendesk, Salesforce, Jira, Instagram, X (formerly Twitter), Facebook, YouTube, LinkedIn, Tik Tok, Constant Contact, Eventbrite, Later, Linktree, Notion, Qualtrics, Statista

EDUCATION

Andrews University

Bachelor of Social Work

Berrien Springs, MI

Aug. 2013 - May 2018

Towson University

Master of Science in Communication Management

Towson, MD

Aug. 2025 - Present