

Natahlia Carr

Baltimore, MD | 269-815-2904 | natahliacarr@gmail.com | linkedin.com/in/natahliacarr | natahliacarr.com

SUMMARY

Strategic marketing and 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, and The Atlantic. Passionate about and seeking to use communications and storytelling for cultural and social impact, audience and business satisfaction, advocacy, and outreach.

EXPERIENCE

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.
- Monitored media trends and implement social listening within higher education for relevant ideas and best practices.

Digital Marketing and Communications Specialist

Jan. 2018 - Present

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 9,500+ followers, over 300 million viewing impressions, over 4 million likes, and developed website on personal platforms.

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.

Support Specialist

Mar. 2022 - June 2022

Handshake

Remote

- Provided email and phone communication to Handshake customers via internal ticketing systems, managing 50 - 100 tickets weekly.
- Collaborated with the Customer Success, Customer Support, Product, and Engineering teams to triage issues.
- Used app demo environments, troubleshooting tools, help center, team communication channels, software, and internal documentation to assist users.
- Leveraged new and evolving technology to optimize processes and streamline workflows.

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 relations, project management

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

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