

NATALIE LERNER

Houston, TX

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STRENGTHS

- Strategic Leader
- Relationship Builder
- Written & Verbal Communicator
- Analytical Problem Solver
- Brand Ambassador

SKILLS

- Business & Program Development
- Idea Generation & Implementation
- Motivation & Collaboration
- Marketing & Communications
- Public Speaking

AWARDS

ROTARY CITATION AWARD

Rotary International
2024 / Sugar Land, TX

ROTARIAN OF THE YEAR

Sugar Land Rotary
2021 / Sugar Land, TX

OUTSTANDING PERFORMANCE

Landing Theatre
2019 / Houston, TX

OUTSTANDING PERFORMER

A.D. Players Theater
2008 / Houston, TX

1ST PLACE:

DOCUMENTARY SCRIPT WRITING
&

1ST PLACE:

PUBLIC SERVICE ANNOUNCEMENT
National Broadcasting Society
2005 - 2006 / USA

EXPERIENCE

DIRECTOR OF COMMUNICATIONS & EVENTS

Outreach Center of West Houston / Houston, TX / Mar. 2023 - Present
Spearhead transformative initiatives and strategies. Recruit, cultivate, and lead committees, volunteers, and contractors. Manage and improve relations with the public and key stakeholders. Steer essential elements of capital campaign and major gift fundraising process.

- Appointed speaker to 100+ philanthropists - result: 100+ new donors
- Increased net revenue for two annual fundraising events by nearly 48%
- Won the audience choice grant award at the Houston Philanthropy Circle Symposium, in conjunction with the executive team
- Catalyst for a new method of gathering community metrics and data to inform future program implementation and development
- Conceptualized rebranding campaign and all communications to align with organizational objectives - improved metrics/constituent feedback
- Launched and still co-host Synergy Corridor Podcast, in partnership with ECHO Orchestra, to expand outreach and connect with the community

CONTENT COORDINATOR

True Aim Media / Houston, TX / Feb. 2022 - Sep. 2024

Authored *Town & Country Family* + *Energy Corridor Living* magazine articles.

- United four city precincts due to "Leave the Road, Take the Trail" article
- Cultivated new community relationships - became a trusted resource

PRESIDENT (Volunteer)

Sugar Land Rotary / Sugar Land, TX / July 2023 - June 2024

Presided over large service club and board meetings. Set goals. Managed finances, conducted audits, organized fundraising, and secured grants. Collaborated with Rotary district governors, city officials, and the community.

- Chosen as international delegate to represent club at Rotary International Convention in Melbourne, Australia
- Praised by members of the United States Congress and Texas Senate for historical "Found and Not Forgotten" plaque installation.
- Surpassed expectations with nearly 40 community projects, over 10 issued grants, and seven issued student leadership scholarships

DEVELOPMENT & PUBLIC RELATIONS STRATEGIST

LRS Team / Sugar Land, TX / June 2021 - June 2023

Led transactions, built partnerships, cold called, and directed all marketing.

- Excelled as Best Sales Team August 2021; Top 3 Business Persons 2022
- Revived brand through fresh outreach materials, logo, and messaging

PUBLISHER (ASSOCIATE PUBLISHER July - Nov. 2019)

Best Version Media / Sugar Land, TX / Nov. 2019 - Aug. 2021

Produced a publication that connected the community.

- Increased publication finances followed by promotion to publisher
- Re-envisioned and revitalized magazine content and layout

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COMMUNITY SERVICE

100 WOMEN OF MEMORIAL
Member & Philanthropic Partner
Fall 2024 - Present / Houston, TX

SUGAR LAND ROTARY
President: 2023 - 2024 (see Work Experience)
President Elect: 2022 - 2023
Secretary: 2021 - 2022
Community Service Chair: 2020- 2021
2020 - Present / Sugar Land, TX

SUGAR LAND CULTURAL ARTS FOUNDATION
Board Member & Sugar Land Arts Fest Entertainment Co-Chair
2021 - 2023 / Sugar Land, TX

EDUCATION

CERTIFICATE IN INNOVATION & CRITICAL THINKING
University of Texas Rio Grande Valley
January 2025

CERTIFICATE IN LEADERSHIP
University of Texas Rio Grande Valley
June 2022

CERTIFICATE IN EVENT MANAGEMENT
Florida Atlantic University
March 2022

BACHELOR OF ARTS
Majors: Theatre & Communications
Stephen F. Austin State University
May 2006

REFERENCES

Available upon request

EXPERIENCE CONTINUED

ADMINISTRATION & ACADEMY DIRECTOR

Stageworks Theatre / Houston, TX / Sep. 2017 - Sep. 2018
Orchestrated procedures, schedules, operations, programs, and marketing. Recruited, trained, and led personnel. Liaised with the Board of Directors.

- Expanded community outreach/influence by hiring 40 part-time staff
- Achieved 134% of sales goal by adjusting schedule to expand offerings
- Launched new revenue stream - brought in 588% return
- Strengthened brand via marketing and facility improvements

ARTISTIC DIRECTOR / FOUNDER

The Mosaic Hub Corp. / Houston, TX / Feb. 2015 - Aug. 2017
Oversaw administration, vision, and impact. Created live events, educational programs, communications, marketing, and sales plans.

- Staged 18 themed shows and piloted 4 community programs - expanded outreach through a variety of events
- Contracted 800+ artists - brought opportunity to local talent
- Procured rights to put *Let's Play It* program into 3 HISD schools - applied the arts into learning language
- Fostered new partnerships with notable brands (i.e. TEDx, Hungry's)
- Established and managed budget - enabled forecasting
- Awarded 2 fiscal sponsorships to diversify revenue streams - increased operating budget to the point that 62.5% was from donor contributions
- Built 100+ graphics, 4 websites, and hundreds of marketing campaigns

ADMINISTRATIVE ASSISTANT TO FINE ARTS

Meritas Family of International Schools (The Village School) / Houston, TX / Sep. 2011 - Jan. 2015
Managed, streamlined, and organized processes. Point-of-contact for internal and external communications. Purchased supplies/services. Coached/trained staff. Cultivated public relations.

- Built community presence (e.g. perform for Astros, Dynamo, etc.)
- Distributed original marketing materials - kept public informed
- Created the Accounts Receivable P/L Database to manage budget, integrate audits, and track registrations/tickets
- Implemented/directed STARS K-3 programs in pilot year - new revenue
- Conceived the Fine Arts Participation Form - consolidated 28 forms
- Originated the Event Needs Chart - improved tracking for 2000+ events

PR/GROUP SALES REP | INSTRUCTOR | DESIGNER | PRESENTER

A.D. Players Theater / Houston, TX / Sep. 2006 - Aug. 2010
Developed promotions to acquire a larger audience. Instructed professional and personal development classes. Collaborated with directors/designers to fulfill vision. Performed/acted in over a dozen staged events.

- Instituted the Partnership Program - promoted group sales
- Produced events - enhanced B2B/public relations (i.e. Zoo, Bayou Bend)