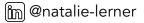
# NATALIE LERNER

Houston, TX





## 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. Handle facility rentals and logistics.

- 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

# NATALIE LERNER

Houston, TX

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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 Experience)

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

## CHILDREN'S BUSINESS FAIR

Fair Producer 2022 / Houston, TX

## EDUCATION

#### MASTER OF ARTS

Field: Arts and Nonprofit Leadership Southern Methodist University Expected: May 2027

# **CERTIFICATE IN CREATIVITY & INNOVATION**

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

### 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)