

NATASHA N. SWEETING

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EXPERIENCED STRATEGIC MARKETER & PROJECT MANAGER

Strategic, curious, and driven marketing professional with a proven track record of producing highly visible and effective projects.

PROFESSIONAL EXPERIENCE

STRATEGIC PLANNER – 04/2023 – Present

Rabinovici & Associates – Hollywood, FL 04/2018 – Present

Responsible for the planning and forecasting for Zebra Technologies account. Develops long-term goals and strategies for product releases and repositioning, product/service naming ideation, SaaS, and vertical campaigns. Focused on developing differentiated messaging, campaign architecture and strategic positioning, duties include researching and analyzing, recommendations to senior leadership, and developing strategies to reach the established goals, presentations to key stakeholders and content strategy.

SR. ACCOUNT MANAGER – 04/2018 – 04/2023

Project manager for Zebra Technologies, a Fortune 500 hardware and software solutions technology company. Manage execution and steering of key strategic marketing projects for the awareness, lifecycle, and new product launches through delivery. Orchestrate development of digital projects, develop B2B marketing communications strategies, including ABM initiatives, MVP, new product/portfolio launches, go-to-market strategies, strategic outcome-based marketing narrative building, sales enablement, and awareness campaign tools. Collaborate with global senior-level executives, product development subject matter experts, and lead marketing stakeholders globally. Industries include Healthcare, Warehouse, Manufacturing, Transportation and Logistics, and Retail.

Sample Digital Work

- [College Bowl Game Player Tracker](#)
- [Food Waste Calculator](#)
- [Microsite](#)

MARKETING CONSULTANT

Nadashi Marketing, Miramar, FL – 11/2010 – 01/2023

Freelance consultant for business ventures, civic organizations, and large-scale events

Notable Projects: Live Healthy Miami Gardens, Miami Garden's Mayor Fitness Challenge, Art of Transformation Art Basel Miami, SoLa Rum, Food & Wine Festival, True by Made Beautiful, Lauderhill Regional Chamber of Commerce, Women's Impact Conference (Jazz in the Gardens)

Project Highlights:

- Provided strategic marketing and brand consulting for [Live Healthy Miami Gardens](#), a community health initiative. Led a 6-month implementation with large community events, social media planning, public relations, and collateral development. Successfully launched Mayor's Fitness Challenge with 1,500+ attendees at various fitness events, including Trap Yoga and Mayor's wellness day, resulting in 350 healthy pledge conversions and local media exposure.
- Managed [True by Made Beautiful](#) brand launch: developed social media and website content strategy, executed early adopter campaigns, and social influencer management.

SR. ACCOUNT EXECUTIVE

Ronin Advertising – Coral Gables, FL 09/2014 - 11/2015

Day-to-day account management for University of Pennsylvania Health System - cancer, cardiology, and Chester County Hospital. Managed the multi-tiered and complex media placements for key service lines and facilities; video productions and new health facility launches. Responsible for brand standards, media placements and oversaw brand quality control for client's creative assets.

MANAGER, CLIENT SERVICES

The Weinbach Group, Inc. – Miami, FL 04/2008 - 11/2012

Primary client relationship and project manager for healthcare, financial services and education clients. Worked closely with clients and internal teams to achieve strategic marketing objectives and the development and implementation of key driver programs. Performed public relations, media relations, and crisis management. Oversaw budgets in excess of \$3 million annually. Clients included: Sylvester Comprehensive Cancer Center, Jackson Health, Health First Health Plans, Susan G. Komen South Florida Affiliate, AvMed, Florida Memorial University.

Key Accomplishments

- Managed media partnerships for Susan G. Komen South Florida Race for the Cure with TV, radio, and print media, worth \$250K+. Coordinated race day media, VIP & corporate sponsor relations, and PSAs for radio/TV. Secured interview with Hoda Kotb/Today.
- Successfully launched a comprehensive advertising campaign for Medicare Advantage provider featuring Barbara Eden that led to a 15% increase in new enrollees
- Awarded 2011 Addy Award for non-traditional print advertisement; recipient of (5) 2012 & 2011 Healthcare Advertising Awards for TV ad, hospital collateral, traditional and new media

PRACTICE MARKETING MANAGER

Akerman – Miami, FL 05/2003 - 04/2008

Marketing and business development liaison for the executive team and corporate practice group. Managed high-level, firm-wide initiatives, including RFP response, new business pitch presentations, website refreshes and continuing education workshop development. Other duties included large-scale event planning inclusive of partner retreats, practice group planning meetings, global legal conferences.

SKILLS AND APPLICATIONS

- Project Management: Basecamp, Miro, Figma, SharePoint, Smartsheet, Function Point, Monday.com | Applications: Microsoft 365, Teams, Slack, Canva, OneNote, Excel, PowerPoint, Word | MAC OS proficient
- Google Certificate, Project Management (in-progress)

EDUCATION

University of Miami, Coral Gables, FL – Bachelor of Business Administration (*Cum Laude*)

REFERENCES

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