

NATALIE LIEBER

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316.708.6425

EDUCATION

- University of Arkansas** Fayetteville, AR
Candidate for Bachelor of Arts in Journalism with an emphasis in Advertising and Public Relations Expected 2021
- Minor in Business Administration: Marketing and Logistics
 - Cumulative GPA: 3.8
- Richmond University** London, England
Summer Study Abroad June- July 2019
- Digital Marketing and Social Media Course

EXPERIENCE

- Integrated Marketing Communications Branding Project with CORE of Arkansas** University of Arkansas
August 2020-December 2020
- Worked directly with the founder of the local company CORE and their marketing team, to help create a pull campaign for their Scarlet Letter Spiked Seltzer Brands.
 - Developed a written creative brief, brand messaging strategy, social media marketing plan, and an advertising campaign, including three deliverables: social media contests encouraging user generated content, influencer partnerships, and increasing signage
 - Acquired valuable experience acting as both an account manager, research strategist, and designer.
 - Learned how to create effective ads for Facebook, Instagram, and other platforms
 - Award: Won 1st prize and chosen as the overall campaign winner by the client
- Solely Original** London, England (Virtual)
Marketing Intern June 2020- August 2020
- Performed copywriting for social media, blog posts, and newsletters, and email campaigns
 - Conducted SEO research and created strategies for optimization
 - Created social media posts for Instagram, Twitter and Facebook including photos, graphics and copy
 - Completed industry research and competitor analysis
 - Gained knowledge in cross-cultural communication, time management, and digital literacy
 - Learned how to plan, manage and run social media campaigns
- Express** Wichita, KS
Sales Associate May 2017- August 2018
- Increased profits by selling Express credit cards and memberships
 - Created displays with the store and styled outfits for displays and individual customers based on their needs
 - Managed inventory
 - Trained floor staff

LEADERSHIP & VOLUNTEER

- Zeta Tau Alpha Sorority** August 2016 – May 2020
- Member of the T-shirt and Banner Committees: learned how to work in a team environment to create designs and distribute end products to 400+ sorority members
 - Attended meetings and events to support other sorority and fraternity houses on campus
 - Assisted in raising funds for Breast Cancer Awareness and Education to contribute to the \$39,000 annual total through tabling, events, and social media crowd funding
- Public Relations Student Society of America** January 2019-Present
- Attended events and workshops to broaden knowledge and understanding of PR
 - Networked with professionals in PR field
- Advertising Club** January 2019- Present
- Attended design workshops for professional development and networking
 - Increased knowledge and skills within advertising field by attending events and tours

SKILLS

Computer: Adobe Photoshop, Premier Pro, Google Workspace, Microsoft Word, Excel, and PowerPoint
Media: Facebook, Twitter, Instagram, YouTube, Tik Tok, Canva, WordPress, Wix