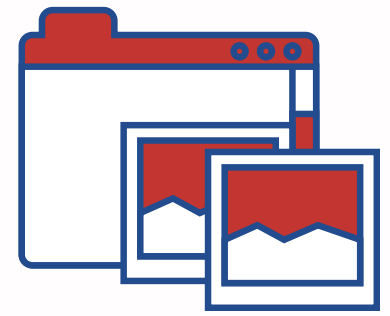


NATALIE WARD, M.S.

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CAREER EXPERIENCE

Jan 2023 -
Present

Tik Tok remote Nashville, TN
Content Moderator

- Identify and escalate potential safety or security risks to appropriate teams.
- Review and moderate user-generated content for compliance with community guidelines and legal requirements.
- Collaborate with cross-functional teams to develop and implement content policies and procedures.

May 2022 -
April 2023

Dinnerland Agency remote
Digital Content Specialist

- Social media content development
- Ideate and create compelling content for social platforms around musician interviews.
- Maximizes social media engagement with various entertainment venues & follow project branding set by each.
- Helps artists reach new fans through social media & blogging
- Copywriting

Aug 2022 -
Sept 2022

Oja Express remote
UX/UI Project Researcher

- Research and present best practices for optimization of revenue for a Chicago-based tech startup.
- Worked with UX designers and project managers on optimizing sitemaps, content plans, wireframes, and other artifacts used to communicate content.

Aug 2021 -
May 2022

UTK Thornton Athletics Center remote Knoxville, TN
NCAA Mentor

- Manage communications on academic status of various student athlete's between the athlete and their advisors & coaches.
- Provide undergraduate scholars with the proper tools to succeed academically.

Aug 2020 -
Feb 2021

UTK College of Social Work Knoxville, TN
Social Media Specialist

- Assist the Marketing and Communications Coordinator in promoting college mission, programs, faculty, staff, students, and alumni, using social and traditional media platforms.
- Boosted social impressions by 107% through ad placement & multimedia storytelling.
- Builds ongoing public interest and support for the college through community outreach, creative positioning, key art/video execution, & Facebook advertising.
- Exceeded a 24 hour donor goal by \$12,600 due to strategic social media efforts

Apr 2019 -
Mar 2020

Nexus 1201 Executive Suites Atlanta, GA
Community Manager

- Tenant services provider. i.e: Managing switchboards; overseeing meeting room booking system; handling calls, mail handling, as well as any other service as needed.
- Managed and organized accounts for 150+ virtual office tenants and 75+ in office tenants.
- Developed & improved instructional graphics for tenants: parking instructions, welcome packets, social media guides, event planning ideas, and SEO boosters that made their business flow more easily.
- Optimized mail filing by creating an innovative delivery system for tenants. This led to me gaining roughly two more hours of office productivity per work day.

June 2015 -
Mar 2019

GMR Marketing Various Locations
Promotional Model / Brand Ambassador

- Experiential marketing face of ESPN, Nissan, Canon, BET, Amazon, Metro PCS, GNC, Sweet N' Low and others at community events, conferences, and music festivals.
- Maintained positive attitude, intensity, and work ethic for 10+ hour event shifts.
- Earned three employee promotions for one client in less than two years.

July 2017 -
Aug 2017

TOL Publication Prague, Czech Republic
Editor

- Expanded copywriting, revision, written and verbal communication skills
- Produced news stories under daily deadlines covering 25+ Post Communist countries.
- Earned a writing certification by journalists from Reuters, CNN, BBC News, & more.

RESEARCH

- Qualitative & Quantitative research methods - I examined how to effectively analyze large amounts of information, especially related to abstract fields such as humanities.
- Mass Media research methods - I did an extensive study on the implications of news avoidance and using social media as a means to passively consume information.
- Communication Theory - I wrote an innovative research proposal on the future of interpersonal communication within the Metaverse.
- Strategic Social Media - Skills picked up in this course include: case study creation, surveying, analytics research, project management, public speaking, extensive knowledge of 7+ social platforms, and media literacy education.

Natalie Ward

EDUCATION

University of Tennessee Knoxville

Aug 2020 - Master of Science in
May 2022 Communication & Information

University of Tennessee Knoxville

Aug 2013 - Bachelor of Science in
Dec 2017 Communication & Information;
Journalism & Electronic Media

SKILLS

- Journalistic (AP style) research and writing
- Experiential Marketing
- Multimedia storytelling
- Video editing
- Photography
- Presentation creation, Public speaking, & instruction
- Social Content Scheduling tools: Canva, Hootsuite, Tweetdeck
- Electronic Press Kits/Music Business
- Adobe Creative Suite: Spark, InDesign, Photoshop, Lightroom, Illustrator, Premiere Pro, Express
- Wordpress (+ all HTML user friendly interfaces for web design)
- Microsoft Office

LEADERSHIP

- iNWARD Media, 2020 - present
- Just Mercy Cohort, 2021
- Member, National Association for Media Literacy; 2020-present
- Member, Nashville Women of Color in Communications, 2019-present
- Vice-President, Diversity Student Leader's Society; 2016-2017
- Student Chair, UTK Diversity & Inclusion Week; 2015-2017, 2020
- Student Member, National Society of Leadership and Success; 2016-2017
- Co-founder, Ze Chrysalis Event Group; 2015-2019

SCHOLARSHIP

- Reeder-Siler Scholarship, 2021
- CCI Dean Endowment Scholar, 2021
- James Wolkfiel Scholarship, 2017