



# NATALIE WARD

M.S. OF COMMUNICATION  
STUDIES CANDIDATE

EXPERIENTIAL MARKETING:  
PROMOTIONAL MODEL  
BRAND AMBASSADOR



(205)789-9924



NATT1129@GMAIL.COM

## PERSONAL PROFILE

I've been working events for the past 5 years. I broke into this field when a fellow PR specialist at an agency I was interning for recommended me. I enjoy the flexible hours and showing off my bubbly personality. I've worked for brands in the industries of liquor, sweets, cellular services, beauty, e-shopping, health, food, and more. Here's a more detailed summary of the work I've completed:

## HIGHLIGHTED SKILLS

- Ability to stand for long hours
- Adaptability
- Excellent Communication Skills
- Crisis Management
- Archiving customer information for client
- Footprint set-up and maintenance
- Great Attention to Detail in persuasion & communication

## CONTACT INFORMATION

Cell: (205)789-9924

Email: natt1129@gmail.com

## RELATED CUSTOMER SERVICE EXPERIENCE

Communications Specialist, The College of Social Work at the University of Tennessee Knoxville  
Community Manager, Nexus 1201 Executive Suites  
Hair Model, Cantu Beauty  
PR Intern, duGard Communications  
PR Intern, LoveNoise Nashville  
Intern, WUTK 90.3 The Rock Radio  
Sales Associate, Charlotte Russe  
Sales Associate, JCPenny  
Sales Associate, Forever 21  
Sales Associate, TJ Maxx  
Head of Marketing and Promotion, Krush Vapors

## EDUCATION

### University of Tennessee Knoxville

M.S. OF COMMUNICATION STUDIES CANDIDATE  
B.S COMMUNICATION & INFORMATION | GRADUATED  
DEC. 2017)

## PROMOTIONAL HISTORY

### US Air Force; Brand Ambassador

NASHVILLE GRAND PRIX  
AUGUST 7-9, 2021

### Nissan; Brand Ambassador

MLS SOCCER GAME  
JUNE 30, 2021

### ESPN Network x Nissan; Brand Ambassador

NFL DRAFT: HEISMAN HOUSE  
APRIL 25-27, 2019

### BET Network; Brand Ambassador

TASTE OF ATLANTA FOOD FEST  
SEPTEMBER 1-3, 2018

### Smooth & Shine Haircare; Promotional Model

NASHVILLE MUSIC CITY CENTER  
OCTOBER 5, 2018

### Canon Digital; Promotional Model

UNIVERSITY OF TENNESSEE  
AUGUST 24, 2018

### Mars Inc. (M&Ms) ; Promotional Model

BONNAROO MUSIC & ARTS FESTIVAL  
JUNE 8, 2018 - JUNE 12, 2018

### Metro PCS; Permanent Brand Ambassador

VARIOUS ACTIVATIONS  
JULY 2015 - MARCH 2017

### MLS Soccer; Brand Ambassador

NISSAN STADIUM  
OCTOBER 8, 2016

### GNC Supplements; Brand Ambassador

VARIOUS ACTIVATIONS  
JUNE 8-12, 2016

### Sweet N' Low; Brand Ambassador

NASHVILLE CITY 4TH OF JULY PARADE  
JULY 4, 2015