



CONTACT



(260) 416-1086



kniselynatalie@gmail.com



natalieknisely.com

SKILLS

MANAGEMENT

ADOBE CC PROGRAMS

DESIGN

HTML/CSS

COPYWRITING/EDITING

MARKETING

REFERENCES

AMY AHLERSMEYER

Chief Marketing Officer
Indiana State Museum
(317) 509-2646
aahlersmeyer@indianamuseum.org

BRIAN SMITH

Founder/Chief Executive Officer
Enigma Marketing & Travel Solutions
(317) 585-0100
bsmith@enigma-marketing.com

NATALIE KNISELY

MARKETING, COMMUNICATIONS & DESIGN MANAGEMENT



OBJECTIVE

I'm a driven creative with experience in all areas of marketing. I enjoy the "big picture" perspective and strive to intellectually strategize in an organized and detailed fashion. I am passionate about marketing and communications, helping businesses grow and continuing to challenge myself each and every day.



EDUCATION

MASTERS DEGREE

Georgetown University | 2018 - 2020
Design Management & Communications
GPA: 3.9

BACHELORS DEGREE

University of Saint Francis | 2010 - 2014
Communication Arts & Graphic Design
GPA: 3.7



WORK EXPERIENCE

April 2023 - August 2024 (Contractor)

SENIOR GRAPHIC DESIGNER

Cincinnati Children's Hospital (#1 children's hospital in the US)

I work on a large variety of projects, from digital to print, there isn't a limit to what I'm asked to work on since I have experience in every medium of design. I am trusted to follow extensive brand guidelines and implement new ideas as well. I've created sub brands for Cincinnati Children's as well as an entire digital ad and social media campaign suite. I've done web development projects for their .org and many other projects, including print. They needed a talented designer who knows how to do everything they could ever need, and I've successfully delivered on that.

July 2021 - Present (Part-Time)

GTM CREATIVE DESIGNER & SALES STRATEGIST

Hibu, Inc.

I provide strategic support to the Sales team, partnering with them to curate compelling streamlined collateral. I'm responsible for strategizing cohesive GTM (Go To Market) packages. I work with Sales & Product SMEs to design, develop, and organize effective materials. I help the sales team sell digital marketing strategies by deeply understanding the products such as Listings Management, Search, Display, SEO, Local Ranking and more. I share my knowledge and strategies to help drive and increase selling-point performances.



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WORK EXPERIENCE (CONT.)

September 2019 - July 2021

DIRECTOR OF COMMUNICATIONS & MARKETING

Alpha Sigma Alpha

I led and developed all design and content for the Marketing Department, streamlined for B2C, as well as managed employee(s) in the department. I was in charge of all design aspects including packaging, digital, and print. I was in charge of website management, implementing SEO tactics, managing Google Analytics and various other tools to track website performance and website traffic. I tracked KPIs for the entire marketing department and annual reports, planned budgets, worked as the main contact with vendors and much more.

October 2017 - September 2019

GRAPHIC DESIGNER

Enigma Marketing & Travel Solutions

I led and developed design for all clients and B2B strategies. From beginning concept to ending print/package or web production. I helped oversee social media accounts and manage our website. I did a variety of work from brochures, to videos, to social media posts and much more. I also created brands, logos, and digital invitations for incentive programs for large corporations - often working directly with senior-level executives. I managed all projects in the Creative Department and helped track performance.

January 2016 - July 2017

WEB BUILDER / DESIGNER

Yellow Pages Group

Created websites for a range of clients. Designed full sites from start to finish, creative designing based on client specifications and sometimes with no direction. Implemented SEO into client websites via keywords, backlinks and other tactics. Further polished my HTML/CSS skills. Helped with content development and online strategies to help grow our clients' businesses.

August 2014 - March 2015

GRAPHIC DESIGNER / PRODUCTION ARTIST / PRESS OPERATOR

New Process Corp

Created and designed artwork, including packaging and more, for clients using multiple programs, sorting what file types are needed for each job, editing and perfecting client artwork to meet their needs, vector artwork, measure products and productions, select proper pantone colors, setting up files for print (sometimes with multiple layers of color and multiple passes of ink), setting up files for i-cut, printing jobs, color matching once printed, printing maintenance and operation (Mimaki and Roland), printing large scale jobs on both flatbed and roll printers, getting jobs done efficiently and done right, and more.