

Natasha Bush-Postell

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PROFESSIONAL SUMMARY

PMP-certified Project Manager with extensive experience delivering complex events and webinars on time and within budget. Proven ability to lead cross-functional teams, streamline processes, and foster strong stakeholder relationships. Adept at curating engaging content, managing resources, and achieving organizational objectives through strategic planning and execution.

CORE COMPETENCIES

- Event Planning & Management
- Webinar Program Development
- Budgeting & Cost Control
- Stakeholder & Speaker Engagement
- Cross-Functional Collaboration
- KPI Tracking & Reporting
- Resource Allocation & Optimization
- Compliance & Credential Management

WORK EXPERIENCE

NICSA

Webinar Program Manager and Event Analyst

May 2024 – Present | Remote

- Lead end-to-end webinar production, including content development, speaker coordination, hosting, and post-event analytics.
- Develop and execute a strategic webinar program aligned with organizational goals, engaging 1,000+ attendees annually.
- Research and identify industry trends, conferences, and publications to inform event topics and secure high-profile speakers.
- Manage compliance processes for continued education credentialing, ensuring all certifications are up to date.
- Collaborate with committees to achieve fiscal year initiatives, ensuring seamless execution of goals.
- Serve as Primary Zoom administrator, live polling, Q&A sessions, and recordings, while hosting and moderating webinars to ensure a seamless experience for speakers and attendees.

Technical Association of Pulp & Paper Industry (TAPPI)

Account Manager: Nanotechnology, Pulping & Engineering

June 2021 – February 2024 | Remote

- Managed annual events generating \$300K in revenue and \$150K in membership dues.
- Increased event attendance by 12% YoY through innovative content strategies, enhanced networking opportunities, and new sponsorship packages.
- Developed strategic partnerships via co-location agreements with external organizations to improve resource efficiency and attendee experience.
- Spearheaded all logistics for technical events, including venue selection, speaker onboarding, and compliance.
- Led monthly volunteer committee meetings to align conference objectives with organizational goals.
- Managed event budget and controlled expenditures by monitoring F&B and Room Block obligations to enhance financial performance.
- Promoted to Account Manager in March of 2022 for outstanding contributions to operational efficiency and stakeholder engagement.
- Produced and managed virtual conferences, including breakout rooms, live polling, Q&A sessions, and recordings to boost engagement and enhance the attendee experience.

TECHNICAL SKILLS

- Event Management Platforms: Stova, Cvent
- Project Management Tools: Trello, Smartsheet, Monday.com
- Collaboration Tools: Microsoft Teams, Zoom, Slack, SharePoint
- Association Management Software: IMIS, SurveyMonkey, Nimble, Open Water, Higher Logic, Elevate
- Microsoft Office Suite & Social Media Platforms

EDUCATION & CERTIFICATIONS

Bachelor of Science, Biology (Pre-Med Track)

Wright State University, Dayton, OH

Graduated: January 2013

PMP Certification

Project Management Institute (PMP# 2791155)

Granted: August 2020 | Expires: August 2026

REFERENCES

Available on [LinkedIn Profile](#). Additional professional references available upon request.