

NATALIE ROSE AMEND

PROFILE

Marketing enthusiast
passionate about the power
of visual and digital storytelling

EDUCATION

University of Wisconsin - Madison

B.A. Strategic Communication

GPA: 3.5 | Major GPA: 3.8

September 2011 to May 2015 (projected)

SKILLS

Illustrator | InDesign | Photoshop
Balsamiq | Omnigraffle | justinmind
HTML5 | CSS | JavaScript | W3C | jQuery
d3 | Wordpress | Excel | Word PowerPoint
Simmons | Mintel | SEO

INTERESTS

UI/UX design | Prototyping | Wireframing
Interactive design | Responsive design
User research | Affinity diagramming
Graphic design | Typography
Data visualization | Cartography



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EXPERIENCE

Web Communication Specialist | UW Law School

June 2013 to present

- Edit University of Wisconsin Law School's website using multiple content management systems and HTML and CSS
- Track and analyze faculty in the media using Excel
- Create banners using Illustrator, brochures using InDesign and edit photos using Photoshop
- Design student organization websites using Wordpress
- Implement SEO and content strategies

Editor-in-Chief | *Curb Magazine*

September to December 2014

- Assigned and edited print, graphic and multimedia stories to a staff of 21 students
- Oversaw development and execution of print, online and mobile
- Oversaw editorial, business, design and online departments
- *Curb* is an annual Wisconsin lifestyle publication produced by UW-Madison journalism students with a circulation of 10,000

Program Director | WSUM 91.7 FM

December 2013 to January 2015

- Directed all on-air output of WSUM, UW's student radio station
- Coordinated and led training for an average of 100 prospective DJs each semester
- Created program schedules for over 200 DJs' programs
- Curated and scheduled automated programming using MusicMaster
- Supervised Assistant Program, Production, News and Sports Directors
- Revised our DJ training curriculum, emphasizing a more hands-on and listener-focused approach to DJing
- Received Wisconsin Broadcasters' Association's Student Leadership Award during my term

Music/Assistant Program Director | WSUM 91.7 FM

December 2012 to January 2014

- Spoke to national record promoters and labels weekly to obtain new releases
- Created WSUM's first digital new music database
- Renovated and restructured our music automation system, adding over 2000 new songs
- Led two roundtables on automation systems and music director tips at the national 2013 College Broadcasters, Inc. conference
- Covered Bonnaroo, Pitchfork and Riot Fest on-air and online

Music Talent Buyer | Wisconsin Union Directorate

September 2011 to September 2013

- Booked music acts for Wisconsin's two student unions
- Communicated with local to international booking agents and artists
- Presented artists to committee for approval within WUD's budget
- Coordinated day-of-show production