

NATALIE ROSE AMEND

PROFILE

Visual communicator
& marketing enthusiast
passionate about the power
of digital storytelling

EDUCATION

University of Wisconsin - Madison
B.A. Strategic Communication
September 2011 to May 2015 | 3.5 GPA

SKILLS

Illustrator | InDesign | Photoshop
HTML | CSS | JavaScript | jQuery
Google Analytics | Exact Target
Wordpress | Drupal | Magento
Word | Excel | PowerPoint

INTERESTS

Web design | Responsive design
Graphic design | Typography
UI/UX design | Email development
Digital marketing | Content strategy

CONTACT

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EXPERIENCE

DIGITAL DESIGN INTERN | WILSON SPORTING GOODS

June 2015 to present | Chicago, IL

- Design and develop emails using Adobe Creative Suite, HTML and ExactTarget
- Design e-commerce graphics for website using Adobe Creative Suite for Wilson and sister brands DeMarini and Louisville Slugger.
- Assist with current website upkeep and optimization
- Assist with upcoming website redesign
- Work with Creative Services to gather and catalog assets for new website

WEB COMMUNICATION SPECIALIST | UW LAW SCHOOL

June 2013 to May 2015 | Madison, WI

- Edited website using HTML and CSS on multiple content management systems
- Designed print and digital assets using InDesign, Illustrator and Photoshop
- Designed student organization and journal websites using Wordpress
- Assisted Director of Communication with competitive analyses and archives

EDITOR-IN-CHIEF | CURB MAGAZINE

September to December 2014 | Madison, WI

- Assigned and edited print, graphic and multimedia stories
- Oversaw development and execution of print, online and mobile versions
- Oversaw editorial, business, design and online departments
- Curb received the national Best Student Magazine award from the Society of Professional Journalists under my leadership

PROGRAM DIRECTOR | WSUM 91.7 FM

December 2013 to January 2015 | Madison, WI

- Directed all on-air output of UW-Madison's student radio station
- Led training for an average of 100 prospective DJs each semester
- Created semester program schedules for over 200 DJs' shows
- Curated and scheduled all automated programming
- Supervised Assistant Program, Production, News and Sports Directors
- Received Wisconsin Student Broadcasters' Student Leadership Award

MUSIC / ASSISTANT PROGRAM DIRECTOR | WSUM 91.7 FM

December 2012 to January 2014 | Madison, WI

- Spoke to national record promoters and labels weekly to obtain new music
- Created WSUM's first digital new music database
Restructured our automated programming, adding over 2000 new songs and
- creating a gain in listenership
- Curated, marketed and produced WSUM's annual music festival
- Led two roundtables at the national 2013 College Broadcasters, Inc. conference