

# NATALIE CALHOUN

Rochester, NY 14609

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[Portfolio Link](#)

## SKILLS

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- Social Media Marketing
- Content Creation
- Asset Design
- Strategy Development
- Microsoft Office
- Website Creation with Wix and Wordpress

## WORK EXPERIENCE

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### **Accountability Evangelist (09/2020 - Present)**

*Digital Marketing Specialist*

- Create design work for social media, presentations, and the website.
- Developed the visual brand of the company.

### **Continual Care Solutions (09/2019 - Present)**

*Digital Marketing Specialist*

- Manage social media accounts, creating design work and writing copy.
  - Increased organic social media traffic to website by more than 4,000% from 2019 to 2020.
- Create and maintain company website.
  - Increased unique visitors to website by more than 1,000% from 2019 to 2020.

### **Big Dog Country Radio Station (05/2017 - 08/2017)**

*Marketing Intern*

- Made hundreds of sales calls, resulting in the acquisition of one of the station's biggest customers.
- Wrote and performed multiple aired advertisements.

### **Nat's Miniature Paintings (05/2015 - Present)**

*Owner*

- Sold hundreds of paintings at art shows and through Etsy store.
- Use Facebook and Instagram to market business which have directly led to majority of sales in 2021.

## EDUCATION

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**Bachelor of Science (BS),  
Management with Marketing**

Royal Holloway, University of London

**Digital Graphic Design Course,  
Adobe Illustrator and Photoshop**

Florida State University