

Natalie Belva
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EDUCATION

University of Florida, Gainesville, FL

Anticipated Graduation- May 2014

Master's of Arts, Mass Communications Concentration: Public Relations

Current GPA: 4.0

Virginia Wesleyan College, Norfolk, VA

May 2012 *Magna cum Laude*

Double Major:

- *Bachelor of Arts, Communications* Concentration: Media Studies
Major GPA: 3.89
- *Bachelor of Arts, Recreation and Leisure Studies* Concentration: Management
Major GPA: 3.65

Honors and Awards:

Clarke Presidential Scholarship

Honors and Scholars Member

Dean's List (7 Semesters)

Dean's List Honorable Mention (1 semester)

Old Dominion Athletic Conference Academic All-Conference Award (2009, 2010, 2011, 2012)

Intercollegiate Women's Lacrosse Coaches Association Academic Squad (2011, 2012)

Communications Outstanding Student Award (2012)

Humanities Division Undergraduate Research Award Recipient (2012)

Society for Collegiate Journalists 2012 Awards 2nd Place in Continuing Coverage

EXPERIENCE

Ronald McDonald House Charities, Gainesville, FL

August 2013-Present

Public Relations and Fundraising Intern

- Develop and publish a quarterly e-newsletter for stakeholders including writing special interest articles, donor profiles, volunteer profiles, and other topics of interest.
- Work with advertising agency to develop and implement a full-scale brand campaign including messaging and creative.
- Write media tip sheets and press releases to publicize events and programs for RMHCNCF.
- Interview families served by RMHCNCF and develop i-stories for use in publications and messages.
- Manage social media channels, develop and implement a social media plan.
- Write publicity documents including brochures, website content, and other marketing/pr materials.
- Assist RMHCNCF staff and volunteers in the production and design of style guide compliant informational brochures, flyers, forms, and other program materials.

RFB Communications Group, Tampa, FL

May 2013-August 2013

Public Relations Intern

- Developed media samples folder for new business presentations
- Developed media lists for clients such as Sarasota Yacht Club, Group125, GTE Financial, Foley, SMA, and Dermazone using Vocus software
- Wrote client news releases for GTE Financial, Dermazone, SMA, Group125, and Sarasota Yacht Club
- Drafted and distributed pitches for a variety of clients to both local and national media
- Created and reviewed editorial calendars for Dermazone, Group125, GTE Financial, and Sarasota Yacht Club
- Wrote blog posts for various clients
- Developed a complete strategic plan of public relations efforts for Group125, GTE Financial, and Sarasota Yacht Club

Octagon Marketing- ESPN College GameDay, Gainesville, FL

October 2012

- Assisted on set of ESPN College GameDay during their week 8 visit to Gainesville, FL
- Assisted in set-up and take-down of set
- Provided hospitality and performed other various duties at The Home Depot's title sponsorship tent
- Distributed promotional materials to fans
- Supervised restricted areas
- Gained valuable behind the scenes insight

Susan G. Komen for the Cure Tidewater, Virginia Beach, VA

January 2012-May 2012

Marketing/Public Relations Intern

- Contributed to advertising, press releases, neighborhood/community relationships, media outreach, developing human interest stories, upkeep of affiliate blog
- Managed website content
- Interviewed community partners, sponsors, grantees, and survivors for blog stories
- Created and updated fundraising activities for posting on the Komen Tidewater Website
- Active participant with the public relations/marketing and volunteer management committees
- Responsible for creating a volunteer recognition program

Virginia Wesleyan College Athletics, Norfolk, VA

August 2011-December 2011

Sports Information Intern

- Wrote feature stories, game summaries, and preview articles featured on athletics website
- Maintained athletic page website content
- Recorded statistics for volleyball, men's soccer, women's soccer games, men's basketball, and women's basketball
- Announced various athletic competitions via public address system
- Worked concession stands for men's and women's soccer games
- Assisted in maintaining Facebook social media content

Global Spectrum, Norfolk, VA

May 2011-August 2011

Marketing and Group Sales Intern, Ted Constant Center

- Assisted the marketing department in plan development and marketing modality execution for family shows, group sales, concerts, and other events
- Managed Facebook and Twitter social media for the Ted Constant Center
- Conducted research for marketing efforts
- Implemented procedures for grassroots marketing campaigns
- Acquired promotional trade and letters of agreement
- Interacted with valuable clientele regularly when assisting with group sales orders, calls, will call, and provided excellent customer service
- Interacted with valuable clientele regularly to provide assistance with varying types of sales orders
- Assisted in the preparation of sporting and entertainment events and prepared media drops to local media outlets
- Assisted with annual report data collection, analysis, and presentation

ACADEMIC RESEARCH

Research Proposal

Spring 2013

- Proposed a content analysis study of stewardship practice on Facebook
- Completed a purpose of study, literature review, and proposed a methodology for the study

Research Project

Fall 2012

- Conducted a study that examined the relationship between environmental corporate social responsibility, reputation, and major companies
- Reviewed current literature on corporate social responsibility and reputation
- Used content analysis for methodology
- Analyzed findings through statistical package SPSS

Senior Thesis Paper

Fall 2011

- Independently constructed a topic to examine, analyze and author an extensive research paper
- Took an in-depth look at Pixar animation studios and titled the paper *Pixar's Magic Touch: A look at the computer animation studio's reputation and mold for successful friendship-focused films*
- Responsible for a significant amount of unaided research into animation, Pixar, and the friendship theme

Mass Communications Research Methods Project

Spring 2011

- Conducted an extensive research study on college student's preferences of their methods of obtaining text books
- Served as the Group Coordinator
- Independently put together a research report
- Gained experience in survey research methodology, questionnaire construction, and effective group interaction

ACTIVITIES/LEADERSHIP

Rho Phi Lambda Honor Society	2010-Present
President of Rho Phi Lambda Honor Society	2011-2012
Lambda Pi Eta Honor Society	2010-Present
Vice President of Lambda Pi Eta Honor Society	2011-2012
Chi Alpha Sigma Honor Society	2011-Present
Society for Collegiate Journalists	2011-Present
4 year varsity letterman Women's Lacrosse Team	2008-2012
All-Old Dominion Athletic Conference Honoree	2011, 2012
Team Captain	2011-2012
Honors and Scholars Program	2008-2012
Student-Athlete Advisory Committee	2010-2012

COMPUTER SKILLS

Proficient in Microsoft Word, Excel, PowerPoint, Office, Publisher, InDesign, and basic HTML coding