



## Branding and Marketing Professional

Alexandria, VA | 609.577.1011 | [nhharm@gmail.com](mailto:nhharm@gmail.com)

6+ Years of brand and design project management in a marketing setting for various industries including sports, federal, government relations, defense and aviation.

### Latest Work Experience

#### VSE Corporation

Branding and Marketing Specialist | Springfield, VA | *Sept. 19 - Current*

- Responsible for design, marketing and branding elements across VSE Corporation's family of companies including tradeshow elements, social media graphics, print and digital advertisements, website elements and logo usage.
- Collaborated and researched with VSE's business units to develop and design marketing strategys and yearly brand initiatives.
- Managed branding, strategy and internal communications for company wide rebrands during mergers and acquisitions.
- Designed logo and website elements for Energetics, a VSE Corporation clean energy company.
- Managed tradeshow activities for VSE Federal & Defense Services, including design, show set-up, events, advertising, and marketing.
- Created and managed company wide brand standards.

#### National Club Association

Marketing Manager | Washington, DC | *Sept. 18 - Sept. 19*

- Managed design and execution of prospect, member retention and event related marketing campaigns.
- Implemented marketing automation through Informz, YourMembership and Wordpress.
- Designed UI/UX and developed (HTML, CSS, JQuery, JavaScript) National Club Conference Website.
- Responsible with coordinating with communications and government relations teams to produce fact sheets and digital assets for use with congressional meetings.

#### PGA TOUR Golf Courses Properties - TPC Potomac

Marketing & Sales Associate | Potomac, MD | *Feb. 17 - Sept. 18*

- Supported the senior Director of Sales in exceeding member acquisitions on a budget of \$2 million.
- Managed the design and execution of creative marketing collateral for event marketing for TPC Potomac's various hosting venues.
- Designed email marketing campaigns for membership through ExactTarget and Salesforce Cloud.
- Managed creatives and graphics for TPC Potomac's social media accounts.

### Education

**Georgetown University** | *Washington, D.C.*

Sports Industry Management & Strategic Marketing  
*Sept. 15 -Dec. 16*

**Monmouth University** | *Long Branch, NJ*

Political Science & International Relations  
*Sept. 09 -Dec. 13*

**AIGA Associate Member**

Professional Design Association  
*Dece. 17 -Current*

### Skills

Indesign

Photoshop

Illustrator

Premiere Pro

After Effects

Adobe XD

JS/JQuery

Informz

Mailchimp

Wordpress

Grav CMS

Twig HTML

PHP

HTML5

CSS3