

NATHANIEL LOWE

graphic designer | marketing professional | visual connector | community builder

CONTACT

thenathiellowe@gmail.com

(510) 747 2929

thenathiellowe.com

EXPERTISE

Software



HTML ●●●●●

CSS ●●●●●

JS (jQuery) ●●●●●

Email Marketing ●●●●●

Professional

strong, illustrative communication skills through any medium

empathetic design philosophy built on human experiences

collaborative work style and emphasis on team success

EXPERIENCE

Account Executive Transcendent Solutions

Jul '19
Oct '19

- organized retail marketing promotional events for client sales
- instructed daily training sessions
- conducted interviews and ran my own team recruitment

Design & Student Asst UC Berkeley

Aug '16
Aug '18

- designed print and digital collateral for University clients
- directed communications between clients and design supervisors
- redesigned existing client products

Motion Graphics Artist The Daily Californian

Aug '18
Jan '19

- produced and published weekly social media animation projects
- taught design team After Effects and general animation practices
- led weekly project brainstorming

Marketing Intern Marvin Gardens

Dec '15
May '16

- consulted on social media to engage new client acquisition
- created and executed client's brand and website optimization
- managed clients on host CRM

LEADERSHIP

Marketing Advisor The Berkeley Project

Jan '18
May '19

- redesigned logo, merchandise, and brand identity
- trained rising leadership in design practices to maintain brand integrity
- created advertisement collateral for social media outlets

Marketing Lead AACF United

Nov '17
Jul '18

- strategized marketing campaign for 500+ member, intercollegiate conference
- managed relations between marketing team and 17 chapters
- planned weekly strategy meetings

ACADEMIC BACKGROUND

UC Berkeley

Statistics

&

Media Studies

Current GPA: 3.86

ACHIEVEMENTS

- lectured on motion graphics at HEX design conference, Berkeley
- promoted within first two weeks, Transcendent Solutions
- employee of the month, Buffalo Exchange