

# NATASHA PETEREIT

## EDUCATION

### the fashion institute of technology

New York, New York

Bachelor's Degree in Advertising &  
Marketing Communications  
with a minor in Design Thinking

## TECHNICAL SKILLS

Adobe Creative Suite  
Google Analytics Certified  
HubSpot  
Klaviyo  
Meta Business Suite  
Microsoft Office  
Semrush  
Shopify  
Wordpress  
Zoho

## ADDITIONAL SKILLS

Brand Messaging  
Graphic Design  
Photo & Video Editing  
Proofreading  
Social Media Strategy

## EXPERIENCE

MARCH 2022 - PRESENT

### brand marketing coordinator

Up Sportif

Modernized Shopify storefront to enhance customer journey, yielding a 37% increase in total sales in 2022. Strategized, designed, & executed original email marketing campaigns which increased sales attributed to marketing by 81% in 2022. Designed engaging, aesthetically pleasing social graphics & developed a social media presence from the ground up. Operated company blog, regularly conceptualizing & writing relevant articles to connect with target audience. Executed paid collaborations with social media influencers to increase brand awareness. Reviewed & edited photoshoot materials.

MAY 2021 - MARCH 2022

### marketing intern

Optimax Systems, Inc.

Designed attractive, informative social graphics and wrote engaging copy for company's LinkedIn and Facebook pages. Conceptualized and executed promotional video content. Serviced and updated internal & external company Wordpress websites. Proofread extensive library of technical papers. Coordinated internal and external events. Created digestible graphic representations of data for stakeholders and other departments.

DEC 2020 - PRESENT

### freelance branding & social media consultant

Designed brand identities from the ground up. Created & strategized content for preferred social media channels. Maximized client base, adjusting outreach tactics accordingly. Facilitated communication with established brands within the client's niche.



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