

Natasha Mckinney

Owner/Editor/Founder - POLISHED AVENUE FASHION (www.PolishedAvenue.com)

Denver, CO

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941.416.1225

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Owner/Editor/Founder

POLISHED AVENUE FASHION (www.PolishedAvenue.com) - Denver, CO

January 2015 to Present

Own a successful web-based company for fashion industry focusing on lifestyle, trends, and apparel and accessories. Main market demographics include 18-45 year olds based in New York, Colorado and Egypt. Revenue earned through sponsored posts and affiliate networks.

- Manage and maintain editorial calendar, continuously providing the subscriber a consistent flow of original content.
- Maintain company financials and budgeting to ensure all financial needs are achieved.
- Created web design, branding, and marketing for website, along with continual maintenance thereof.
- Collaborate and work with various brand representatives on product features and promotional items.
- Actively engaging with local and national members of the social media community and fashion industry.

Associate Event Planner

LIVE IN THE VINEYARD - Parker, CO

June 2013 to Present

Responsible for overseeing the event details from inception to completion. The role requires a creative mind set, the ability to problem solve in a prompt manner, and maintain a sense-of-calm for the client to ensure the best possible experience for the client and guests.

- Established a culture of excellence; using required processes to meet deadlines and deliverables.
- Ensure that expectations are met with adaptability and teamwork.
- Routinely functioning outside of prescribed role to ensure all needs are met.
- Assist in the effort to retain current clients and sponsors, along with goal of acquiring new clients and sponsors; with an emphasis on creating an exceptional experience for clients.
- Created database coordination and document control to ensure business processes were streamlined and executed efficiently.

Fundraising Coordinator

BOULDER WRITING STUDIO - Boulder, CO

February 2012 to July 2013

Responsible for acquiring annual sponsorships for the company's primary business goals; the role focused on raising awareness for reading and writing education for today's youth.

- Held accountable for organizing fundraising efforts locally, including being required to cold-call and reach out to new potential sponsors and benefactors.
- Designed new lesson plans catered towards the education of the programs attendees.

Education

Bachelor of Science in Hospitality in Tourism, and Events

Metropolitan State University of Denver

Skills

Microsoft Office (5 years)

Links

<http://polishedavenue.com/>