

# NATHANIEL LOWE

graphic designer | marketing professional | visual connector | community builder

## CONTACT

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thenathaniellowe.com

## EXPERTISE

Software

Ai

Ae

Id

Ps

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  
&  
Columbia University

B.A. Statistics  
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