

# NATALIE WALDRON

## GRAPHIC DESIGNER

### CAREER OBJECTIVE

As a driven and hardworking graphic designer and photographer, my career objective is to secure a position in the fashion or entertainment industry where I can apply my knowledge and creativity to contribute to dynamic and innovative projects.

### EDUCATION

2019 - 2023

#### VISUAL COMMUNICATIONS

##### B.A.

University of South Carolina

### SKILLS

Illustrator 

InDesign 

Photoshop 

Photography 

Canva 

Figma 

Premiere 

XD 

After Effects 

### CONTACT ME

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[Portfolio](#)

### WORK EXPERIENCE

#### CREATIVE DESIGN LEAD

2022-

Ceebig Inc.

Current

- Facilitated effective design meetings and led the team to reach consensus on design strategy, timelines, and creative direction, resulting in optimal project outcomes
- Designed event materials and merchandise, ensuring a cohesive and professional media presence for the company
- Spearheaded website rebrand from ideation to prototyping, generating positive client feedback and strengthened relations

#### GRAPHIC DESIGN INTERN

2022

AMP3 Public Relations

- Optimized clothing viewership and generated more sales through creation of client fashion lookbooks
- Created engaging social media content and digital advertisements to support clients' online presence
- Designed event materials, packaging, and signage that effectively communicated brand messaging and contributed to positive public relations

#### COHORT MEMBER

2022

Carson + Doyle Creative Agency

- Contributed to marketing and design ideation, and conducted research plans and surveys to find creative solutions
- Successfully pressure tested marketing and design concepts to ensure project success

#### SOCIAL MEDIA MARKETING INTERN

2021

French West Vaughan

- Coordinated content creation and scheduling, resulting in increased traffic to clients' social media channels
- Developed compelling press releases and copy to enhance client outreach, and conducted influencer research to expand clients' targeted audience scope
- Curated user-generated content to ensure clients' social media channels were updated weekly with fresh and engaging content

#### GRAPHIC DESIGN INTERN

2019

Diesel X Dust

- Designed print advertisements that effectively conveyed brand messaging and resonated with target audiences
- Selected and retouched images for digital advertisements, resulting in appealing and effective visual communication of marketed clothing
- Created comprehensive campaign plans through in-depth brand history and product research to ensure brand values were effectively communicated