

# Natalie E. Moir

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## Education:

### UNIVERSITY OF MARYLAND | COLLEGE PARK, MD

B.A. Communication: Public Relations Track | B.A. Economics | General Business Minor

Grad.: May 2021

GPA: 3.25

## Work Experience:

### THE DIAMONDBACK | COLLEGE PARK, MD

Senior Marketing Account Executive

August 2019 - Present

- Successfully closed over \$30,000 in sales of print and digital advertising campaigns and exceeds weekly call/sales goals
- Maintains partnerships with clients including local business owners, marketing professionals and HR representatives
- Actively prospects new business opportunities by independently building relationships with potential clients

### ELEVATE CAREER NETWORK | REMOTE

Social Media and Marketing Strategy Intern

April 2020 - Present

- Revived Instagram account and increased following from 20 to 1,200+ in 3 months with consistent career-related content
- Designed, created and posted 10-14 social graphics each week on Instagram, LinkedIn, YouTube, Facebook and Twitter

### AMTRAK | WASHINGTON, D.C.

Marketing & Advertising Intern

Summer 2020 Offer Rescinded due to COVID-19

### LUMBERMENS MERCHANDISING CORPORATION | WAYNE, PA

Marketing Intern

May - August 2019

- Conducted a social media audit on 390+ LMC Members and updated the CRM database with relevant data
- Created and implemented communication plan detailing methods for LMC Members to drive sales via exclusive app

### TAGLIARI COMMUNICATION SERVICES | PHILADELPHIA, PA

Assistant to the CFO

May - August 2018

- Entered invoices, bills and confidential employee information in QuickBooks and reconciled with Excel records
- Approved to work remotely and succeeded in mailing out 50+ monthly paychecks, benefits packages and job offers

### CVS PHARMACY | PAOLI, PA & COLLEGE PARK, MD

Management Team Member

February 2015 - February 2019

- Strengthened management team by resolving customer concerns, training 15+ employees and organizing inventory
- Calculated the nightly cash deposit and closed out 4-6 registers accurately while assisting customers as needed

## Leadership Experience:

### AMERICAN MARKETING ASSOCIATION | COLLEGE PARK, MD

Vice President of Community Affairs

August 2017-May 2020

- Managed Directors of Fundraising, Mentorship and Terp Thon to promote interest-based communities within chapter
- Arranged The Social Impact Marketing Case Competition for The Robert H. Smith School of Business with The CSVC
- Established and oversaw teams of student marketing consultants who worked with local non-profit organizations

### TERPS AGAINST HUNGER | COLLEGE PARK, MD

Vice President of Outreach

August 2017 - May 2020

- Streamlined the process of meal packaging events by overseeing 100+ volunteers and assists with set up and clean up

### THE FOOD RECOVERY NETWORK | COLLEGE PARK, MD

Recovery Leader

January 2018 - January 2020

- Coordinated weekly food recoveries in all three UMD Dining Halls by overseeing and motivating 4-8 volunteers
- Contributed to recovering and logging ~300,000 pounds of food since 2012 for FRN's flagship chapter

**Skills:** Stata | Adobe Photoshop | QuickBooks | Robly | Hootsuite | Smartpub | MS Word, Excel, PPT | Google Suite