

NATALIE MOE

EDUCATIONAL HISTORY

Marquette University

Cum Laude- Writing Intensive English and Public Relations | May 2021

- Honors Student

WORK EXPERIENCE

Good2bSocial LLC

Marketing Manager | May 2021 - present

- Leads internal marketing team while managing coordinators, interns, designers, and copywriters on various projects
- Creates both organic and paid social media campaigns across various platforms (LinkedIn, Twitter, Facebook, Instagram)
- Writes and edits copy for emails, social media, landing pages, blogs, advertisements, and website
- Works with agency partners to put on events, social media campaigns, email campaigns, ad campaigns, etc.
- Edits press releases and sends to media as the lead media contact
- Uses data from analytical tools like Semrush to update SEO strategies using tactics such as keyword research, competitive analysis, content marketing, and link building
- Spearheads creative vision of digital marketing campaigns, overseeing creation of graphics, ads, landing pages, etc.
- Utilizes marketing automation software to streamline tasks
- Reports weekly, monthly, and yearly on metrics, while utilizing the data to update current campaigns and inform upcoming campaigns

MSI Data LLC

Marketing Intern | Mar. 2019 - Sep. 2019

- Created social media posts through HubSpot for Instagram, Facebook, LinkedIn and Twitter
- Wrote and uploaded blog posts regularly
- Wrote and executed email campaigns while leveraging A/B testing

LEADERSHIP EXPERIENCE

- **Honors Student Representative**, Honors Board |2017- 2018
- **Social Media Chair**, Dance Inc. | 2018-2020
- **Vice President of Public Relations**, Kappa Delta | 2018 - 2019



CONTACT

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TRAINING EXPERIENCE

Canva

Databox

Wordpress

Google Analytics

HubSpot

Mailchimp

VOLUNTEER EXPERIENCE

📌 FORA (Forging Refugees of America), 2020

📌 Girl Scouts of America, 2019

📌 Marquette Volunteer Corps, 2018