

# NATALIE AULT

✉ aultnatalie@gmail.com

☎ (602) 697-5536

📍 New York, NY

## SKILLS

### Software + Technology:

- Microsoft Office Suite
- Adobe Illustrator, InDesign, Photoshop, and Premiere Pro
- Audacity, Garageband
- FinalCut Pro
- Google AdWords and Google Marketing Platform

### Other Skills:

Photography, Videography, Tumblr, Wordpress, Apple products, Salesforce, Tessitura, Quickbooks, all major social media platforms.  
Conversational Spanish.

## EDUCATION

### Drexel University

*Philadelphia, PA*

Online Master of Science,  
Arts Administration

*Expected completion Fall 2020*

### University of Missouri

*Columbia, MO*

Master of Arts, Strategic  
Communication

- Concentration in  
Account Management

*May 2016*

Bachelor of Journalism,  
Strategic Communication

- Concentration in  
Account Management

*May 2014*

Bachelor of Arts,  
Theatre Performance

*May 2014*

## PROFESSIONAL EXPERIENCE

### Account Executive, Serino Coyne

*New York, NY, January 2020–Present*

- Respond to client and internal requests quickly and effectively
- Liaise between the client and account team and production, creative and media departments
- Work with the art/production departments to develop work, manage timelines and estimates, and ensure all materials receive appropriate approvals and are released on time
- Manage production billing and actualize budgets

### Digital Associate, Email Marketing, Roundabout Theatre Company

*New York, NY, July 2018–December 2019*

- Oversaw and maintained institutional monthly email calendar
- Created and deployed 200+ emails per month, including subscription acquisition campaigns
- Developed ongoing strategies to test, learn and leverage customer data, segmentation and loyalty
- Wrote, edited and commissioned posts for Roundabout's blog

### Communications and Events Manager, Theatre Forward

*New York, NY, July 2016–July 2018*

- Worked closely with publicists and agents to secure top tier talent in the Broadway community for events
- Drafted press pitches and create press materials for initiatives and events such as the annual gala and grant programs
- Created content for all social media channels, website, and monthly e-mail blasts, increasing traffic 300% over the course of a year
- Worked on all special events including Theatre Forward's Annual Gala as well as other extensive fundraising and patron evenings from planning to full execution, increasing number of events from 10 to 40 annually
- Coordinated exclusive events with corporate sponsors planned specifically for their employees and clients
- Managed and mentored one full-time staff member and two year-round interns

### Marketing Apprentice, Cleveland Play House

*Cleveland, OH, August 2015 – July 2016*

- Wrote and edited copy for advertisements, press releases, and marketing collateral
- Supervised press junkets and appearances for the cast and crew of shows during the Centennial season
- Served as staff photographer for rehearsals and events
- Helped start the 100th season gift shop by selecting merchandise, working on pricing, and scheduling staff members

### Operations Manager + Account Executive, MOJO Advertising Agency

*Columbia, MO, August 2013 – July 2015*

- Created a fully integrated marketing campaign for Walmart Sustainability and Tostitos accounts
- Managed scheduling and agendas for MOJO Ad
- Acted as a liaison to clients, staff, and employees to ensure deadlines were met and fully integrated campaign was completed
- Led production meetings, prepared agendas, and provided feedback to staff