

# NATALIA VAUGHNS

Creative Director

Content Strategist & Developer

Marketing Conceptualist

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## SUMMARY

I am a driven and accomplished professional seeking to leverage my diverse skills and experiences in a corporate environment. I am eager to contribute the strong and effective skills acquired while freelancing, with proven ability to manage multiple priorities. My expertise and savvy approach to Creative Direction and Marketing has significantly impacted my clients businesses by fostering their growth and visibility in today's competitive market. Through strategic branding, I've helped these businesses create a distinct identity that resonates with their target audience, setting them apart from competitors and establishing a strong brand presence. Utilizing social media platforms effectively, I've expanded their reach, engaged their audience, and increased customer retention. This combined approach has not only boosted their sales and revenue but has also enhanced their overall brand reputation, leading to sustained success and a loyal customer base.

## EXPERIENCE

**Natalia Nichole Design Co.** 2010 – Current

### Graphic Designer

Handles diverse responsibilities and skills within the realms of graphic design. Successfully managing projects independently, collaborating with clients and teams, and stay proactive in learning and adapting to industry changes.

- Create visual concepts, graphics, and layouts for various print and digital media. Develop branding materials such as logos, business cards, and marketing collateral.
- Collaborate with clients to understand their design needs and deliver creative solutions.
- Use design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) to execute projects.
- Ensure designs meet brand guidelines, industry standards, and client expectations.
- Manage multiple projects simultaneously and meet deadlines consistently.
- Provide revisions and updates based on client feedback to achieve desired outcomes.
- Stay updated with design trends, tools, and techniques to enhance skills and creativity.

### Process Management

- Design new processes or redesign existing processes to optimize efficiency, reduce waste, and improve outcomes.
- Develop process workflows, standard operating procedures (SOPs), and process documentation to ensure clarity and consistency.
- Incorporate best practices, industry standards, and regulatory requirements into process designs.

## **Brand Management:**

- Develop and implement comprehensive brand strategies aligned with overall business objectives.
- Establish brand guidelines and standards to maintain consistency across all brand touchpoints.
- Collaborate with marketing, advertising, and creative teams to develop campaign concepts, messaging, and creative assets.
- Utilize various marketing channels such as digital media, social media, print,
- Manage brand identity elements including logos, colors, typography, and visual assets to ensure consistency and alignment with brand guidelines.
- Oversee the creation of marketing materials, packaging designs, advertisements, and promotional content that reflect the brand's identity and values.
- Collaborate with product development teams to integrate brand strategies into product design, packaging, and features.
- Develop product naming, branding, and launch strategies to drive product adoption and differentiation in the market.
- Use data-driven insights to identify areas for improvement, optimize brand strategies, and make informed business decisions.
- Identify opportunities for brand expansion, partnerships, and new market segments to drive brand growth and revenue.

## **Corporate Experience**

**Prime Co/Verizon Wireless** – Business Tech Support – Houston, TX

**Hotels.Com** – Quality Assurance & New Hire Training – Arlington, TX

**Cash America** – Customer Service Supervisor – Ft. Worth, TX

**Education** HS Diploma 1998 Western Hills Highschool early 3 Year Graduate with honors

**Professional references available upon request**