

Natalie Martinez

PROFESSIONAL EXPERIENCE

Capacity Interactive

Manhattan, NY

Digital Marketing Assistant

May 2019 – April 2020

- Assisted and supported account management for a portfolio of 10+ nonprofit arts clients, including The John F. Kennedy Center, The Rock and Roll Hall of Fame and The Joyce Theater
- Designed, implemented and optimized full funnel digital marketing strategies with various objectives and KPIs for paid Facebook/Instagram and GoogleAds (AdWords) campaigns
- Built custom tracking using Google Analytics and Google Tag Manager to better understand user behavior through the purchase path
- Cultivated long term client relationships with key partners and tailored campaigns to help achieve client goals
- Generated and finalized reports with narratives using custom dashboards in Datorama to aggregate data and provide actionable insights and recommendations for clients

Brooklyn Elite Volleyball Club

Brooklyn, NY

Assistant Coach

October 2017 – April 2020

- Coached teams of 16 year-olds in regional travel leagues
- Trained middle blockers and pin hitters in weekly skills clinics
- Guided 10-12 year-olds through volleyball fundamentals in weekly youth clinics

XS Energy & Sports Nutrition

Bronx, NY

Brand Ambassador

October 2017 – May 2018

- Aided in the development of marketing strategies to promote the health benefits of XS Energy products, including energy drinks and recovery proteins

EDUCATION

Fordham University, Gabelli School of Business

Bronx, NY

Bachelor's of Science in Marketing

May 2019

Major GPA: 3.9/4.0

Cumulative GPA: 3.4/4.0

AWARDS AND HONORS: *Atlantic-10 Commissioner's Honor Roll (2015, 2017-2018), Breakfast of Champions (2016-2019), Woolworth Award, Faces of Fordham: Applauding Fordham's Finest Leaders and Luminaries*

ATHLETIC EXPERIENCE

Fordham University Division 1 Volleyball

Bronx, NY

Pin Hitter

September 2015 – May 2019

- Dedicated 20+ hours per week to team duties while maintaining a full course load
- Served as a right side hitter, participating in daily practices to refine sport fundamentals and enhance fitness
- Engaged in monthly community service activities such as spending time at Fordham's retirement home, and hosting local youth volleyball camps to give back the community

Fordham Flava Dance Team

Bronx, NY

Dancer, Choreographer

September 2015 – May 2019

- Trained 12+ hours per week, while fulfilling responsibilities as a student athlete
- Collaborated on the choreography and staging of concept videos, and annual spring showcase
- Performed at Madison Square Garden, UNICEF and hurricane relief fundraisers, basketball games, club events

CERTIFICATIONS

Inbound Marketing Certification

Bronx, NY

HubSpot Academy

November 2018 – Present

- Tested on best practices and prepared to take an inbound approach to creating content, using social promotion, converting and nurturing leads, marketing to customers

SKILLS AND LANGUAGES

- Facebook: Business Manager, Ads Manager, Events Manager, Audiences, Creative Hub
- Google: Ads (AdWords), Analytics, Tag Manager
- Microsoft Office: Excel, Word, PowerPoint, Access
- Limited working proficiency in Spanish