

Natalie Bernal

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EXPERIENCE

Marketing Intern

July 2024 – Current

City of Irving

Irving, TX

- Collaborated with interns and specialists for the Museum of Arts and Culture marketing initiatives.
- Led research and execution of the initiative “Museums for All,” increasing affordable access for low-income families.
- Assisted in planning and executing events, boosting brand visibility to 250,000+ residents in Irving.
- Designed marketing materials to enhance audience engagement and community outreach.
- Formatted IAM’s monthly newsletter, reaching 3,000+ subscribers with updates on museum activities and events.

Digital Marketing Intern

August 2022 – January 2023

Funky Picnic Brewery and Café

Fort Worth, TX

- Brainstormed visual content and captions, which averaged 2000+ views and 50+ likes per post.
- Created appealing and informational emails to our 500+ subscribers with a 30% average click rate.
- Organized blog posts weekly by filling out SEO, royalty-free photos, and brainstorming organic blog content.
- Utilized Instagram Insights and Analytics to increase engagement by keeping tabs on the algorithm and copywriting.

SKILLS

Technical: Adobe Photoshop/Bridge, Google Ads Search, Microsoft Office Applications, Presentation, Research, Canva

Soft: Customer Service, Creativity, Communication, Problem-solving, Writing, Adaptability, Teamwork, Organized

EDUCATION

Western Governors University

August 2024 – December 2025

M.S. Marketing

Salt Lake City, Utah

- Digital Marketing Concentration
- **Relevant Coursework:** Managing Organizations and Leading People, Frameworks for Strategic Decision Making, Marketing in the Digital Era, Market Research, Marketing Communications and Storytelling, Product, Price, and Customer Experience

The University of Texas at Dallas

January 2021 - May 2023

B.S. Marketing

Richardson, TX

- **GPA:** 3.44
- **Relevant Coursework:** Digital & Internet Marketing, Social Marketing, Photography: Design, Managing Comms in Business, Social Media Marketing, Marketing Content Creation, Marketing Research, Advertising, Project Marketing

PROJECTS

Marketing Consultant, Canine Innovation

- Created eye-catching mockups and improved website functionality with new features, including “Blogs For Dogs,” engaging graphics, and a logo redesign.
- Expanded customer outreach, gaining 25+ new Beta Testers for the client.
- Surveyed 200+ participants to gather insights and align the client’s business with audience preferences.

Undergraduate Advising Survey, The University of Texas at Dallas

- Gathered intel from our survey of how to build a trusting communication line between students and their advisors.
- Recommended solutions for our “business need” of improving communication, providing additional resources, and conducting a more significant scale survey to improve overall satisfaction with advising.