



# Natalia E. Arteaga

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narteagae.wordpress.com

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## Qualifications Summary

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### Capabilities

- Web Design
- Social media
- Customer Relationship Management
- Multimedia
- Event planning

### Trained

- Photoshop
- InDesign
- Premiere Pro
- Audition

### Languages

- Fluent in English and Spanish
- Proficient in French

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## Experience

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| <b>Aug. 2016<br/>To Present</b> | <b>Account Executive<br/>UF Alpha PRoductions<br/>Gainesville, FL.</b><br>Supervisor, manager and motivator of a team in charge of staffing and organizing a three-day professional communications conference.  |
| <b>July 2016<br/>To Present</b> | <b>Events and Communications Assistant<br/>Florida 4-H<br/>Gainesville, FL.</b><br>Coordinated a conference of over 200 people. Oversaw schedules, workshops and entertainment activities. Managed and created multimedia content shared on diverse social media platforms. Engaged in web design and graphic design. |
| <b>Jan. 2016<br/>To Present</b> | <b>Vice President<br/>UF Hispanic Communicators<br/>Association<br/>Gainesville, FL</b><br>Organized and executed events managing a special events committee. Organized fundraisers for the club, and for nonprofit organizations. Contacted guests and speakers for meetings. Promoted events using social media.    |

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## Professional Experience

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| <b>May to<br/>Sept.<br/>2016</b> | <b>Account Coordinator (Intern)<br/>David Greenberg Communications<br/>Gainesville, FL.</b><br>Developed and managed strategic communication efforts for local businesses. Created multimedia content shared on major social media platforms. Engaged in web design and graphic design.   |
| <b>May to<br/>Aug.<br/>2015</b>  | <b>Account Coordinator (Intern)<br/>MacNificent Solutions<br/>Gainesville, FL.</b><br>Effectively employed diverse social media platforms to communicate with key publics. Worked in web design. Focused on multimedia creation and management. Wrote blogs emphasizing SEO potential. Engaged in event promotion and management. |

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## Education

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| <b>2016 - 2017</b> | <b>Bachelor of Science in Public Relations<br/>Business Administration Minor<br/>University of Florida<br/>Gainesville, FL.</b> |
| <b>2014 - 2015</b> | <b>Associate of Arts in Journalism<br/>Santa Fe College<br/>Gainesville, FL.</b>  |

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## Achievements/Activities

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- Member of PRSSA
- George A. Levy Scholarship recipient
- Dean's list, honors distinction at Santa Fe College
- International Communications Certificate at UF
- International Studies Certificate at Santa Fe College
- International Baccalaureate Alumni (AP equivalent)

*Recommendations available upon request*



**Natalia E. Arteaga**

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Portfolio: [narteagae.wordpress.com](http://narteagae.wordpress.com)

### **Writing experience:**

Please refer to the following [link to find some of the articles I wrote that were published](#)

### **Graphic Design:**

I have experience creating flyers and brochures. [Click on the following link to find some more of my work.](#)

### **Multimedia experience:**

I have experience writing, directing and editing videos.

[Here are examples of some of the works I have done.](#)

I also formed part of a video that will be released to present PRSA's strategic plan rollout. Unfortunately, I cannot include the video to this document, because it will be released at PRSA's National Assembly later this year.

### **Social media experience:**

I promoted events and other content for [Harley-Davidson](#).

I controlled Pomodoro Café's Social Media.

I increased reach by working with its [Facebook](#), [Twitter](#) and [Instagram](#) accounts.

I also worked promoting content for the [Hispanic Communicators Association](#)

### **Event experience:**

#### **As an events assistant for the Florida 4-H Youth Development Program**

##### **4-H University**

I assisted by being part of the conference the entire week it took place.

[Website](#)

[Pictures](#)

#### **As Vice President and Director of Public Relations of the Hispanic Communicators Association**

I planned all events starting [January, 2016](#) to date

[Fundraiser for the American Heart Association](#)

[Magazine Launch](#)



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July 21, 2016

To whom it may concern,,

Natalia Arteaga interned for my agency for the summer 2016 semester. Her work was outstanding.

She had an active role with multiple clients. Her responsibilities included handling the social media, writing blogs, releases, website text and promotional material, research, media relations and even some web programming for these clients. She even created and implemented new publicity projects for one client. While one of her supervisors had final approval on everything she produced, she often worked independently, demonstrating her creativity and ingenuity.

Sincerely,

  
David Greenberg



To Whom It May Concern:

MacNificent Solutions was fortunate to have Natalia Arteaga Espinoza as an intern during the summer of 2015. She worked on several creative projects for the team and was a joy to work with. She was timely and attentive to the details of the assignment. Her work assignments ranged from social media work to hands on event work.

At our largest client's summer sales event, Ms. Arteaga was responsible for documenting the sales event thru social media. She handled this assignment with grace and energy. Taking it upon herself to not only post pictures but taking it one step further by posting a collection of photos and even posting video clips. The engagement rate on her coverage was above average for the client.

However perhaps Ms. Arteaga's most notable work during her internship was her work on MacNificent Solution's blog. She was presented with the challenge to create our companies' blog and build its infrastructure. She performed market research and then created a well-informed plan for the company to follow once ready to launch. Generating the first blog post as an introduction video with interviews. Her creative eye and strategic plan has the company primed and ready to launch the new blog at the turn of the year.

MacNificent Solutions would be happy to discuss Ms. Arteaga's talents further if needed. Please do not hesitate to contact us directly.

Warmly,

Emilee MacDonald

Chief Creative Officer/Founder

January 21, 2015



Patrick Breslin  
Associate Professor of Speech and Rhetoric  
Santa Fe College  
3000 NW 83<sup>rd</sup> Street, Building L, Room 9  
Gainesville, FL 32606

TO: Those Concerned

This is a letter of recommendation for Natalia Arteaga, a student in one of my Public Speaking classes during the summer of 2014.

Natalia is an international student with an impeccable command of English. I found her to be a skilled communicator who engaged, informed, and persuaded her fellow classmates with ease. Her classroom presentations conveyed insight and maturity, and her talks were structured in sound research. She spoke with confidence, conviction, and purpose, while interacting with her audience in a sincere and charismatic fashion. Her presence evoked amiability and warmth, and her intelligence reveals itself within the messages she expressed. She earned consistently high grades and was well liked by her fellow classmates.

Based on her strengths as a student and a speaker, I recommend Natalia for consideration in any program that provides support for her academic and professional development.

Sincerely,

A handwritten signature in cursive script, appearing to read "Pat Breslin".