

# NATALIE BURGER

Los Angeles, CA  
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[hello-natalie.com](http://hello-natalie.com)

## education

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**New York University**  
**Bachelor of Science 2019**  
Media, Culture, and  
Communication

Minor: Business of  
Entertainment, Media, and  
Technology

Study Abroad: 2 Semesters  
• NYU Paris, France  
Core Program

## skills

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- Research & Development
- Visual Design & Storytelling
- Time Management
- Analytics Reporting
- Creative Development
- Social Media Fluency
- Organization & Precision
- Apple & MS Office Suites

## interests

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**The Environment** protecting  
and enjoying it

**Branding & Design** enthusiast

**Tech Lover** and early adopter,  
constantly seeking out the  
latest emerging trends and  
new tech.

**Traveling** near and far

**Photography** mostly - but not  
only - of food

## experience

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**Executive Assistant** Santa Monica, CA  
160over90 Jan '20 - Sept '20

- Scheduled management and assistance for 5 C-suite executives
- Supported the setup and breakdown of internal events
- Acted as a resource and additional assistant to Office Operations, Account, and Producer teams, fielding internal requests as needed
- Coordinated seamlessly both internally and externally with teams, clients, and partners

**Brand Strategy Intern** New York City, NY  
Howard Hughes Co. Apr '19 - May '19

- Researched and analyzed markets and cultural trends
- Developed insights from primary and secondary sources for property quarter reports, case studies, and trend forecast reports
- Contributed to project brainstorming concerning product naming, organizational development, and design

**Social Media Intern** New York City, NY  
Spherical Communications Sep '18 - Dec '18

- Planned and executed client social media initiatives across multiple mobile & online platforms for clients (Edition, Hakkasan Group, etc.)
- Assisted in community management across client roster
- Developed brand social strategy based on listening analysis

**Marketing Intern** Los Angeles, CA  
Shop Re/Done May '18 - Aug '18

- Assisted with new market entry strategy to increase sales and brand visibility in South Korea
- Secured partnerships with influencers on multiple platforms
- Tracked UGC and planned posts and stories for brand Instagram
- Coordinated marketing inventory and shipping between warehouse, PR contacts and stylists, and publishing groups

**Jr. Project Coordinator** New York City, NY  
Pulse Advertising Oct '17 - May '18

- Tailored proposals to meet clients' marketing goals by developing creative concepts to support Account Managers post-RFP
- Prepared 25+ case studies & campaign reports for clients including calculation & analysis of KPIs (Biossance, Amika Hair, etc.)
- Curated influencer target lists and created brand decks

**Editorial Intern** Santa Monica, CA  
C Magazine May '16 - Aug '16

- Fact checked and composed social media content
- Confirmed credits with PR contacts and fashion houses
- Coordinated fashion inventory/shipping between vendors