

Natalie Fata

Nataliefataprofessional@gmail.com • [Portfolio](#) • [LinkedIn](#) • [Gondola](#)

Optimistic, kind, a quick learner, and passionate about marketing, social media, event planning, entertainment, sports, and music. Eager to apply knowledge to professional pursuits and positively impact others to make everlasting memories.

Experience

Young Audiences of New Jersey and Eastern Pennsylvania, Princeton, NJ

July 2024 – Present

Marketing Associate

- Supporting the Director of Marketing and PR and other various departments in the promotion of the non-profit's artists, workshops, and assemblies for teachers and their students.
- Managing the non-profit's digital presence through monitoring news outlets and social media, creating editorial calendars, website administration, and social media community management with a combined 3,600 followers.
- Using Adobe applications to continuously update marketing resources to keep clients informed and promote organizational success.
- Assisting with the Constant Contact account with 22,000 contacts, including list management, development of email blasts to spread the word about artists and grant recognition, and distribution of emails for all departments.

Rutgers Graduate School of Education, New Brunswick, NJ

June 2022 – August 2024

Communication Assistant

- Supported the Director of Communications and Marketing in the promotion of the Graduate School of Education's various events with attendees ranging from 20 to 100,000 people.
- Managed and developed content for the school's events and social media accounts with a combined 10,000 followers.
- Assisted in producing various programmatic marketing videos, including talent outreach and in-house support on production day.
- Managed and developed media content for the school's website, including maintaining the event calendar and building new pages for campaigns and programs such as the "Become a Teacher" Campaign with 600+ Engagements.
- Assisted with the Mail Chimp account with 70,000 contacts, including list management, development, and distribution of emails for five departments.

Middlesex County Office of Parks & Recreation, Family Outdoor Skating Rink, Edison, NJ November 2016 – March 2025

Ice/Roller Skating Assistant Manager – Seasonal (Winter/Spring/Fall)

- Liaise with Middlesex County Office of Communications by creating videos/photos for social media accounts with a 1,000+ following.
- Assisted in event planning and the coordination of multiple spectator events with audiences ranging from 500 to 10,000 people.
- Forward-facing customer service working with a high volume of 500+ clients per day for solutions to current needs such as proper skate fit, size, and venue information.
- Organized and coordinated skating school classes, processed applications, taught classes, and tested students to see what level they were on for 150+ students.

Middlesex County Office of Parks & Recreation, Plays in the Park Theater, Edison, NJ

June 2016 – August 2024

Customer Service/Box Office Manager

- Oversaw daily show operations including managing and supporting employees regarding procedures, policies, regulations, and ensuring supplies such as tickets, playbills, and daily equipment were available for an audience of approximately 1,900 people.
- Responding to a high volume of routine questions from customers in person and over the phone, such as different prices, time of show, parking, and disability services offered by the theater, including assisted listening devices and open captioning.
- Operated cash registers to list and total the price of individual ticket prices, collected cash, and reconciled cash receipts with cash register tape, provided venue information, and resolved issues as needed.

Education

- **Rutgers University**, New Brunswick, NJ – Master of Communication and Media with a Concentration in Digital Media
- **Rutgers University**, New Brunswick, NJ – Bachelor of Arts – Communication with a Specialization in Strategic Public Communication and Public Relations; Minor in Digital Communication, Information, and Media, Honors in Major and Department, Summa Cum Laude
- **Middlesex County College**, Edison, New Jersey – Associate of Arts – Communication, High Honors

Skills

Event Organization • Event Production • Public Relations • Social Media Management • Email Marketing • Internal and External Communication • Canva • Microsoft Applications • Adobe Applications • Media Research • Media Monitoring • Highly Resourceful • Proven Ability Working as a Team Member • Strong Interpersonal Skills • Team Player • Quick Learner • Ability to Work at a Fast and Slow Pace Environment • Cross-Functional Collaboration

Certifications/License

Driver's License (clean record and own personal car) • CPR and AED