

NATALIE SENFT

PROFESSIONAL EXPERIENCE

natalie@senft.net | (425) 615-306

[Portfolio](#) | [LinkedIn](#)

IQPC Exchange (IELA), Senior Marketing Manager

December 2024 – Present

- Drive omnichannel marketing strategies across paid and organic media, email, and website to increase sales and digital downloads
- Collaborate with sales and content teams to create targeted marketing strategies that increase attendance and sponsorship revenue
- Expand and execute go-to-market strategies for all publications, market studies, webinars, content syndication, and virtual events
- Oversee annual marketing budget, advertising agency & two contractors to support marketing initiatives and marketing calendar

IQPC Exchange (IELA), Demand Generation Marketing Manager

August 2024 – December 2024

- Tailored marketing collateral and email campaigns for sponsors and delegates, driving and increasing leads for two large-scale events
- Conducted competitive analysis, market research, and performance reviews of past campaigns to inform data-driven marketing strategies
- Led on-site marketing efforts for two events, managing social media, photography, and executive interviews to enhance brand visibility

Azolla Marketing, Founder & Freelance Marketing Manager

June 2022 – August 2023

- Managed 5+ clients, deliverables, strategic marketing plans, and deadlines while communicating with cross-functional teams
- Researched reuse-focused articles, write copy, and design graphics for Perpetual Use's Bi-Weekly Newsletter with over 2,000+ subscribers
- Created company branding, targeted marketing plan, go-to-market-strategy and annual marketing budget for startup, ROV
- Developed iTherapyDocs' Squarespace website, marketing collateral, oversaw front-end web designer to align with company branding
- Drove optimization for paid ad campaigns utilizing Meta Business while acquiring 20+ influencer partnerships totaling 1.9M+ followers

Artemis Ward, Creative Strategy Intern

January 2022 – May 2022

- Utilized market research to build a creative strategy for Microsoft's 'It's In Our Nature' campaign, boosting sustainability awareness
- Crafted weekly social media copy for PhRMA and utilized social listening tools to aid Nike Basketball in analyzing consumer needs
- Analyzed market research and strategized solutions, which aided new business pitches for three prospective clients, acquiring two

The Genau Group Realty Advisors, Marketing Intern Manager

May 2021 – August 2021

- Led all company marketing, holding three weekly meetings to support and delegate personalized tasks to increase exposure
- Managed six marketing interns, creating a mid-cycle review process and guide for future internship programming
- Developed paid and print ad campaigns and onboarded HubSpot Marketing for email and social media management

Dress for Success (DFS), Marketing, Engagement, and Communications Intern

June 2020 – December 2020

- Leveraged social media data analytics from Instagram and Facebook to conduct a social media re-branding and implementation
- Created and presented a communications plan to DFS' Executive Board increasing donations for their largest fundraising initiative
- Designed pitch decks and informational packets with Canva to promote offerings to potential clients and referral partners

EDUCATION

American University

Bachelor of Science in Business Administration

Concentrations in Marketing and Management

WPP NextGen Leaders Participant

Washington, DC

Graduated May 2022

LEADERSHIP EXPERIENCE & ACTIVITIES

Alpha Kappa Psi, Lambda Nu, Vice President of Marketing

April 2021 – May 2022

- Spearheaded marketing recruitment campaign that exceeded organization goals by 33% and Instagram CTA by +58,000%
- Managed a 4-person marketing team and re-branding initiative to develop cohesive messaging across all platforms

Revolution: The AU Fashion Society, Co-Founder, and Co-President

September 2019 – May 2022

- Founded the first fashion-focused club with 200+ members and a 20-person E-board on a college campus of 8,000+ students
- Partnered with NYT Bestseller and the EIC of Teen Vogue and delegated tasks to put together professional development events

American University, Kogod School of Business, TikTok Manager & KSB Ambassador

January 2019 – May 2022

- Strategized and executed monthly TikTok videos, increasing views and engagement by 2,123%, raising school awareness
- Led 30-minute tours for prospective students and VIP guests, highlighting academic and social resources while answering questions

Undergraduate Women in Business, Vice President of Communications

August 2019 – December 2021

- Motivated a 3-person communications team to promote events through weekly social media and MailChimp email campaigns
- Conceptualized monthly interactive decks for professional development, networking, and social events utilizing Canva

SKILLS & CERTIFICATIONS

Skills: Microsoft Suite, Excel, PowerPoint, MailChimp, Eloqua, ECO, Tableau, RapidMiner, Hootsuite, HubSpot, Oracle: Eloqua, Canva, Wix, Facebook, Twitter, Tik Tok, Pinterest, Instagram, Meta Business, CRM, SEO, Digital Advertising, Data Analytics, Brand Marketing, Google Analytics, Google Ads, Email Marketing

Certifications: Microsoft PowerPoint, Google Fundamentals of Digital Marketing, HubSpot Inbound, HubSpot Email Marketing, LinkedIn Digital Marketing Foundations, Google Fundamentals: Data, Data, Everywhere, and LinkedIn Product Marketing Foundations