

# NATALIE ROJAS

IDEA PRODUCTION & EXECUTION

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## EDUCATION

### Fashion Institute of Technology

AAS, Communication Design  
Completed 05/2013

BFA, Advertising Design  
Graduation Date 05/2015

## SKILLS

Photoshop  
Illustrator  
InDesign  
After Effects  
Premiere Pro  
Final Cut Pro  
Microsoft Suite  
HTML/CSS  
Dreamweaver

## INTERESTS/HOBBIES

Advertising Design  
Copywriting  
Strategy  
Film/Video  
Graphic Design  
Time-Based Design  
Social Media  
Web Design  
UX/UI Design  
Carbohydrates

## EXPERIENCE

Ad Sales/Creative Marketing Intern

### Hallmark Channel

June 2011-Present

Developed an in-depth understanding of the media industry and working in a professional setting

Adopted full Sales Assistant responsibilities, including consistent client interaction

Learned the process of negotiation with clients and how to build and revise plans from start to finish.

Worked on several client pitches which integrated research, creative marketing, and ad sales.

Light copywriting and creative brainstorming for ad sales marketing

Graphics Intern

### Baltz & Co

Jan 2013-May 2013

Developed an understanding of Public Relations and the Food/Hospitality industry

Created professional quality print clips for client records and small scale graphic design projects

Graphic Design Intern

### WAT-AAH!

Dec 2012-Jan 2013

Worked on graphics for social media outlets such as Facebook, Instagram, and Tumblr

Redesigned and coded the company's Tumblr page for a specific initiative and organized and developed content for it

Worked on limited edition bottle packaging

Helped set up, photograph, and film special music events

Photographer

### Malan Breton

*Fall/Winter Collection 2010 Fashion Show*

*Winter Collection 2011 Fashion Show*

*Spring 2012 Collection Fashion Show*

Photographer

### Evelyn Brown Public Relations

*Jason Troisi Fall 2012 Fashion Presentation*

*Activist Eyewear/Alfred Julius Product Launch*