

**MARKETING
DIRECTOR**

NA'TORI HARRIS

**GRAPHIC
DESIGNER**

NATORIHARRIS.JOURNOPORTFOLIO.COM

WWW.LUCKYFRIDAYDESIGN.COM

WORK EXPERIENCE

GRAPHIC DESIGN FELLOW

SPOTCO NYC + BLACK THEATRE COALITION
JANUARY - PRESENT

- Assist with Key Art and concepts
- Convert Key Art to various Ad Design formats
- Created Ad Design content for shows like Lempicka, Dead Outlaw, Merrily We Roll Along, Patriots, MJ, Strategic Love Play, Todd Almond, Elf the Musical, and Once Upon a Mattress
- Created Drama Award Shells for Drama League, Outer Critics Circle, Chita Rivera, and the Tony Awards.

GRAPHIC DESIGN AND SOCIAL MEDIA MANAGEMENT

LUCKY FRIDAY DESIGN STUDIO (OWNER)
SEPTEMBER - PRESENT

- Develop brand identities for restaurants, artisans, and small businesses.
- Create logos, brand assets, and social media content for emerging brands.
- Work with design software such as Adobe, Canva, and Figma.
- Proficient in food photography as well as editing food videography.
- Managing social media accounts such as Instagram, Facebook, Twitter, LinkedIn and TIK Tok.
- Manage high volume of client portals through Notion and Monday.
- Recent clients include; Notch Theatre and RISE Theatre

MARKETING MANAGER (CONTRACT)

JUBILEE THEATRE
NOV 2022 - JULY 2024

- Compose / edit / proof all playbill copy, photography and artwork directly with playbill publisher for each production. Adhere to Rights and
- Manage scheduling of photographers and videographers for publicity photo shoots, archival video recordings, video promotional spots and audience survey videos. Maintain archives of photography and video
- Oversee management of organization's website ensuring that information remains updated, current and correct.
- Develop and manage all patron mailings, including season brochures, subscription tickets packets, show flyers etc.
- Ability to stay current in social media trends
- Develop engaging video and graphic content
- Monitor and analyze social media traffic results
- Manage marketing and communications aspects of special fundraising events for Jubilee communications strategies which reach current and potential Jubilee funders and/or patrons
- Help plan and develop special events, i.e. opening night receptions, community outreach as needed

WORK EXPERIENCE

ACHIEVEMENTS

- I organized, developed, and managed 15 engaging marketing events throughout the course of a month for the play 'Moon Man Walk'.
- Unveiled my graphic designs for the stage reading, Bread 'n' Gravy at the Modern Art Museum of Fort Worth.
- Designed all graphic materials for the hit musical 'The Color Purple' which was displayed for more than 3,000 patrons,
- I've increased our followers by 1,500 across Facebook and Instagram and boosted engagement by 50% in within 9 months of employment.
- Created content for the Tony Nominated Show, Lempicka.
- Created the playbill and logo for the RISE Summit.

SOCIAL MEDIA SPECIALIST (TEMPORARY)

FOSSIL
SEPT 2022 - NOV 2022

- Increased customer engagement through social media.
- Maintained company's social media presence by posting messages, answering posts and monitoring responses.
- Obtained, attributed, and wrote compelling captions and other text for photos, video, and other graphics for both print and online use.
- Generated interest for new and upcoming product and service releases by managing social media accounts.
- Utilized the brand voice to communicate with potential customers.
- Troubleshooted various customer concerns through social channels such as Facebook, Instagram and Amazon.
- Provided customers with pertinent product knowledge on their Fossil products.

GRAPHIC + WEB DESIGNER

FREELANCE
JUN 2015 - PRESENT

- Designed website layouts, templates and unique branded looks.
- Worked with clients to gather and define requirements, establish scopes and managing project milestones.
- Built corporate brands by designing cohesive looks between elements such as logos and letterheads.
- Created broad range of work using various design techniques. Coordinated, created and scheduled content, designs and periodic updates to company website.
- Completed final touches for projects such as images sizes and font selection.
- Developed creative design for print materials, brochures, banners and posters.
- Worked with software such as, Canva, Adobe Photoshop, Illustrator, Premier Pro and Lightroom.

SKILLS

- Adobe
- Canva
- Google Analytics
- Google Ads
- Digital Strategy
- Photography
- Graphic Design

EDUCATION

HIGH SCHOOL

SAGINAW HIGH SCHOOL

COLLEGE

TARRANT COUNTY COLLEGE