

**MARKETING  
DIRECTOR**

# NATORI HARRIS

**SOCIAL MEDIA  
SPECIALIST**

[NATORIHARRIS.JOURNOPORTFOLIO.COM](https://natoriharris.journoportfolio.com)

[HTTPS://DRIBBBLE.COM/LUCKYFRIDAYDESIGN](https://dribbble.com/LuckyFridayDesign)

**WORK EXPERIENCE**

## **JUNIOR 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 and Patriots.
- 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.

## **MARKETING MANAGER (CONTRACT)**

JUBILEE THEATRE  
AUG 2023 - PRESENT

- 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

## **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.

### **SOCIAL MEDIA MANAGER**

JELLI BAKESHOP  
NOV 2021 - MAY 2023

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- Focused on capturing content that best highlighted the Jelli Bakeshop brand.
- Assisted the client in creating and identify their brand voice.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Designed website layouts, templates and unique branded looks.
- Coordinated, created and scheduled content, designs and periodic updates to company website.
- Created broad range of work using various design techniques.

### **MARKETING MANAGER**

JUBILEE THEATRE  
NOV 2022 - APR 2023

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- Develop strategies for advertising / promotions of individual shows and sale of individual tickets
- Write and distribute all press releases for productions and projects
- Manage and promote Public Relations campaign with press and critics, pitching stories for advance feature articles and interviews with guest artists, directors and playwrights.
- Press for each production and confirm Press Comps for each critic.
- Maintain updated Media List for Jubilee Theatre
- Develop concepts and schedule all print / electronic advertising and promotions efforts
- Develop all postcards/flyers/posters/etc. Obtain print quotes and work with all print vendors. Make certain all promotional materials are printed and distributed in a timely matter

# WORK EXPERIENCE

## **SOCIAL MEDIA SPECIALIST (TEMPORARY)**

FOSSIL  
SEPT 2022 - NOV 2022

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- 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

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- 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