

NATORI HARRIS

**MARKETING
COORDINATOR**

**SOCIAL
MEDIA
SPECIALIST**

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

[HTTPS://LUCKYFRIDAYDESIGN.COM/](https://luckyfridaydesign.com/)

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.

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.

MARKETING COORDINATOR (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

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.

SOCIAL MEDIA MANAGER

JELLI BAKESHOP
NOV 2021 - MAY 2023

- 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

- 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

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.

EDUCATION

HIGH SCHOOL

SAGINAW HIGH SCHOOL

COLLEGE

TARRANT COUNTY COLLEGE

SKILLS

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



NA'TORI HARRIS

PRIVATE CHEF + INSTRUCTOR

/ ALL ABOUT ME

I am a private chef, with over 8 years of experience specializing in plant-based, southern and pescatarian cuisine.

/ EDUCATION HISTORY

>> **Tarrant County College**

>> **NASM**

Fitness Nutrition

/ STRENGTHS

- Vegan Cooking
- Southern Cuisine
- High-Volume Catering
- Specialty Menu Selections
- Cooking Instruction

/ CONTACT DETAILS

Address : Jersey City, New Jersey

Email : chefnatori@gmail.com

Phone : 682-230-5725

/ WORK EXPERIENCE

Head Chef

West End House Girls Camp | 2023

Served 70+ people daily, created new menu items, managed/taught a cooking assistant, earned and maintained an A+ rating from the Department of Health based on my management and kitchen standards.

Caterer

Amphibian Stage Productions | 2022

Served over 100+ guests for the opening of "No Child" and "Marie Antoinette" and curated personalized menu for each show.

Owner and Caterer

Somewhere in Fort Worth | 2022

Curating speciality menu's, high-volume cooking (up to 100+ guests), food styling, food photography, event pitching and proposal writing.

Private Chef

Chefs for Seniors | 2021

Cooked privately for clients, created meal plans/personalized menu's, prepare food according to dietary restrictions.

Chef Instructor

Cozymeal + Class Pop | 2019 to 2022

Creating menu selections, teaching knife skills and food prep, kitchen set-up and break down.

Cheddar's

Expo + Hot Prep | 2017-2018

Prepping entrée items, assembling orders, garnishing dishes, and managing the flow of the line.

Gigi's Cupcakes

Cake Decorator + Prep | 2016-2017

Prepping fillings, frostings and frosting high-volume cake orders. As well as, decorating cakes and executing custom orders.