

# Natajsia Garcia

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## Education

**Michigan State University** / Bachelor of Arts in Psychology  
2019 - 2024, East Lansing, MI

## Experience



### **Yelp** / Events & Social Media Intern

Jan. 2023 - Dec. 2023, Detroit, MI

- Planned and marketed Yelp Detroit events on Instagram, online event boards, and the Yelp app.
- Filmed, edited, and produced all social media content including reels, story posts, and in-feed posts.
- Built community by sending weekly messages to 150+ Yelpers to increase in-app engagement.
- Bridged a strong community between Yelpers and local businesses to increase foot traffic and sales.
- Organized and hosted weekly events for Yelp Elite members.
- Generated monthly content management plans to lift viewership and increase engagement.

### **WK Kellogg Company** / Social Media Intern

Sept. 2023 - Dec. 2023, REMOTE

- Embodied different brand voices and created engaging content catered to different platform algorithms.
- Organized and published content across social platforms and responded to comments and feedback.
- Ideated and strategized ways to improve brand presence across social platforms.
- Tracked analytics to determine the most engaging and best performing content.
- Content creator for several different cereal brands under WK Kellogg Company.
- Built a connection with target audience and shaped brand perceptions through social listening.



### **TikTok** / Global Business Solutions Intern

May 2022 - Aug. 2022, REMOTE

- Created video content for various client TikTok pages.
- Developed content strategies to increase client acquisition and client retention rates.
- Played a lead role in campaign execution, pitched campaign designs, and negotiated ad revenue.
- Tackled influencer relations, requiring excellent written & verbal communication and outreach abilities.
- Obtained user experience data while strengthening project management and marketing skills.
- Tracked trends, analytics, and revenue of TikTok posts for up to 5 clients at a time.

### **Michigan State University Upward Bound** / Program Coordinator

May 2020 - May 2023, East Lansing, MI

- Planned and organized monthly cultural events and activities for program students.
- Organized community outreach via weekly volunteer events.
- Co-created the non-federal Inward Bound program to accommodate challenged underserved youth.
- Managed university recruitment of tutors and program volunteers.

- Organized yearly diversity, equity, and inclusion lessons, trips, and activities.
- Created monthly newsletters detailing program updates and student achievements.

### **Perfect Search Media / Social Media Strategist**

Summer 2021, REMOTE

- Managed social media accounts to optimize company branding and customer loyalty.
- Elevated client Instagram, TikTok, Facebook, Pinterest, and YouTube pages for increased sales and engagement.
- Developed company brand while prioritizing digital marketing and e-commerce sales for clients.
- Strengthened SEO and marketing skills while maintaining attention to detail and creating engaging content.