



NATALIE CABALLERO

CONTACT

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SKILLS

Adobe Premiere
Adobe Photoshop
Adobe Lightroom
Final Cut Pro
AVID

Windows
Social Media

Google Suite, Microsoft Suite
Written and Verbal Communication

FREELANCE

L1NEUP DIGITAL

Social Media Manager

Create social media graphics, write copy, and develop content for ad campaigns, specifically for e-commerce clients. Engage with followers and track engagements and impressions on all social media channels

GoSIPPIN' Podcast

Host and Editor

Host of weekly podcast, discussing variety of topics. Audio editor for the podcast using Adobe Premiere and Audition, as well as assist in creating content for social media channels such as Instagram and Tik Tok

WORK EXPERIENCE

Avant Healthcare Professionals

PR & Communications Specialist | Feb. 2021-Present

- Coordinate internal and external communication initiatives and assist with company newsletter editing and proofreading.
- Plan and produce photo & video shoots, blog content, YouTube content, graphics and other digital content.
- Build strong relationships with industry media and strategic audiences and work with them on coverage opportunities.

MyCity Social

Digital Marketing Specialist | August 2020-February 2021

- Manage 16 clients creating social media graphics, writing copy for Facebook, Instagram, Twitter and GMB.
- Monitor clients content, feeds, and engagements while creating monthly reports reviewing social media channel analytics and making website edits through Wordpress.
- Serves as marketing liaison between clients, communicating frequently and sending suggested posts.

Entercom

Promotions and Marketing Assistant | Oct. 2019 - April 2020

- Executed on-site appearances and promotional events for clients and handled all guest needs.
- Marketed upcoming events on company website and coordinated entertainment appearances.
- Facilitated promotions for Entercom's three local stations: Sunny FM, Mix 105.1, and FM 101.9.

FOX Sports West

Digital Media Intern | June 2019 to August 2019

- Digitally produced tune-ins and promos for upcoming games and player features.
- Used search engine optimization to manage social media accounts and write copy.
- Created graphics and edited video content for social media platforms such as Facebook, Twitter and Youtube.

UCF Athletics

Video Production Intern | Jan. 2019 - May 2019

- Edited and created highlight videos by using Snappy, Adobe Premiere and web based applications.
- Filmed and interviewed players and coaches after each game at press conferences.
- Created visual game previews and player features for different sports and upcoming seasons.

EDUCATION

University of Central Florida

June 2015 - Dec. 2019

B.A. in Journalism

B.A. in Political Science