

NATALIE C. GATBONTON

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New York, NY 10003

EDUCATION

NEW YORK UNIVERSITY, New York, NY

Dean's List (GPA: 3.6)

May 2018

Bachelor of Science - Media, Culture, and Communication

Minor: Business Studies (Stern School of Business)

New York University Shanghai, Shanghai, China

Fall 2016

WORK EXPERIENCE

PUBLICIS MEDIA: ZENITH, *Assistant Planner, Strategy for Verizon*

New York, NY – Jun 2018-

- Completed Rotational Media Training Program
- Strategy: Contribute to the brand planning process including; communication strategy decks for client and internal tactical use, managing and allocating budget, identifying target audiences using data resources, competitive analyses, and overall campaign coordination. Use MRI, Com Score, Media Tools.
- Media Buying: Support the execution of complete media plan; planning media buys, identifying and coordinating vendors and placements, and steps for measuring campaign success. Proficient in Prisma.

IPG Mediabrands: Identity, *Insights and Strategy Freelance*

New York, NY – March- June 2018

Media Resident

Jun-Aug 2017

- Multicultural focused data analytics for targeting, planned media strategy, and total market execution for advertising agency
- Daily work included custom consumer profile modeling and identifying cross-channel platforms for strategic brand development
- Intern project: designed and pitched media campaign based on brand objectives for consumer good. Included developing brand situational analysis, data-driven research, social and cultural insights, campaign strategy, and identifying strategic partnerships and media placements
- Gained proficiency in Simmons Research. Experience working in correlation with creative agency and brand clients (e.g. Amtrak, USPS, DPSG, BET)

REONOMY, *Digital Marketing Intern*

New York, NY – Feb - Dec 2017

- Planned and executed digital marketing strategies and creative marketing material for a tech startup that uses data intelligence within the CRE industry
- Led community management and marketing campaigns; include strategies for new technology adoption, lead conversion, competitive differentiation and overall company to consumer engagement
- Identified partnerships and placements, developing fluency with needs of target community to promote brand recognition

DOUGLAS ELLIMAN REAL ESTATE, *Account Management Intern*

New York, NY – Jun-Aug 2016

- Worked on New Development Marketing Rentals and provided assistance to Marketing Director on daily projects for luxury real estate market
- Responsible for implementation of various B2C marketing strategies; CRE market research, coordinating events and product updates, OOH advertisements, updating websites and social media accounts, and organizing product data grids for analysis.

ACTIVITIES, & OTHER INTERESTS

ANA MADE INTERNSHIP PROGRAM: Program for training, mentorship, and overall professional development hosted by the Association of National Advertisers. Aim to advance the field of marketing and advertising through diverse talent growth and educational tools.

CLUBS: LITERACY MATTERS, *Media Outreach Officer*: aim to provide NYC's low-income immigrant community w/ literacy skills

A.P.A B.R.I.D.G.E.: Asian Pacific American political identity discussion and educational resources

Diversity Internship Program at NYU: Professional development and mentorship for historically underrepresented minorities

GOLF: 4 Year Varsity Athlete, Varsity Letter, Student Athlete Award, CIF Teams Division Champion

SKILLS

PROGRAM PROFICIENCY: Simmons Research/MRI, ComScore, Prisma, Media Tools, Qualtrics, Microsoft Office, and Google Apps

LANGUAGE: Beginner fluency Chinese-Mandarin (simplified), Intermediate fluency in Spanish