

# Natalie Neff

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## Education

**Indiana University, Indianapolis, IN**  
*Bachelor of Arts in Philanthropic Studies*

August 2016-May 2020  
GPA: 3.36/4.0

## Work Experience

**The Digital Marketing Consultants LLC – Associate Consultant** – Fort Wayne, IN January 2019-Present

- Worked for an online digital marketing startup providing professional writing and proofreading for digital marketing content.
- Collaborated with senior management in designing online marketing strategies applying SEO, Google AdWords and Analytics.
- Illustrated and generated advertisements and postings for the DMC social media platforms and clients' websites.

**GL Marketing – Marketing Intern** – Carmel, IN May-December 2019

- Offered fundraising expertise and grant writing supervision for Indy Women in Tech, the philanthropic arm of GL Marketing that supports females pursuing STEM-related careers, gifting scholarships and enabling mentorship through female business leaders in Indianapolis.
- Utilized Adobe Illustrator and InDesign to create marketing material for promoting company events and the year-end Annual Report.
- Improved proficiencies in Microsoft Office, Adobe, and Salesforce platforms from daily use and work assignments.

**Crew Carwash – Associate** – Indianapolis, IN December 2017-October 2018

- Advised customers on products and promotions while refining personal selling and communication skills.
- Handled complex machines and systems in an operations-focused role while maintaining customer and employee safety.

**Irsay Family YMCA – Marketing and Membership Associate** – Indianapolis, IN August-December 2017

- Endorsed and administered memberships for potential members and relayed pertinent information to the membership office.
- Formalized reports used by the marketing team for targeting new members based on income and demographic criteria.

**Hallmark Home Mortgage – Post Closing Assistant** – Fort Wayne, IN May-August 2016

- Organized and sorted documentation from real estate title companies to streamline administrative processes.
- Spoke with mortgage representatives to verify figures and information, and assisted the operations manager with miscellaneous tasks.

## Learning/Volunteer Experiences

**PHST 370 – Learning by Giving** – IUPUI, Indianapolis January-May 2019

- Composed an RFP (request for proposal) for non-for-profits to submit to assess which organizations drafted the most thorough proposals.
- Reviewed 15 separate grant submissions to discern which organization had the most appropriate proposal to be awarded \$10,000 by our class.

**PHST 330 – Donor Motivations** – IUPUI, Indianapolis January-May 2019

- Edited and reviewed professional grant proposals, polished writing skills, and analyzed the proper framework of effective grant writing.
- Presented on unique perspectives of philanthropy and grant writing, while focusing on the historical significance and importance of giving.

**Cru Campus Ministry – Community Events Leader** – Indianapolis, IN September 2016-May 2018

- Coordinated community events for seasonal celebrations; organized leadership meetings for a group of over 130 students.
- Collaborated with local organizations to start outreach initiatives, service projects, and individual learning/success programs.

**Cedarville Elementary – School Volunteer** – Leo, IN August 2015-December 2016

- Supported kindergarten special needs students, and teaching staff, during classroom activities and after-school programs.
- Formulated lesson plans and activities to encourage participation and communicative learning between students.

## Certifications

- **Google AdWords** – To learn about advertising budgets, creating relevant content, and keyword searches.
- **Google Analytics** – To understand the correlation between increased website user traffic and the metrics that drive success.
- **HubSpot Content Marketing** – To develop content marketing and writing skills for more effective digital communication.

## Awards

**WOW Award – Crew Carwash**

- Received the largest amount of verbal and written service compliments, compared to other employees, throughout employment.

**Grant Application Finalist – Indianapolis Junior League**

- Composed and submitted a grant application that merited a \$25,000 award for the non-for-profit organization Indy Women in Tech.