

Natalie Crawford

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EDUCATION

Virginia Commonwealth University (VCU), Richmond VA
Bachelor of Science in Mass Communications, Public Relations

Anticipated: May 2026
GPA: 4.00/4.00

RELEVANT SKILLS

Adobe Creative Suite

Illustrator

- Skilled in using Adobe Illustrator to brainstorm and execute creative solutions for design challenges.
- Experienced in utilizing a wide range of tools and features within Adobe Illustrator, resulting in visually compelling and original artwork that effectively communicates intended messages.

Photoshop

- Proficient in utilizing Adobe Photoshop to artistically retouch and enhance images, applying necessary adjustments to achieve professional-quality results.

InDesign

- Proficient in Adobe InDesign's layout tools, grid systems, and typography features to create visually appealing and well-structured layouts for various print and digital media.

WORK EXPERIENCE

Maldonado and Associates Paralegal Services LLC

Remote

Social Media/PR Intern

June 2024 – August 2024

- Monitor and draft posts for social media (e.g. Instagram, Twitter, LinkedIn, Facebook).
- Redesign, modernize, and update the company website to enhance visual appeal and user experience, including updates to layout, content, and navigation to align with current design trends and best practices.
- Assist in planning and executing campaigns.

Bath & Body Works

Sterling, VA

Seasonal Retail Sales Associate

December 2023 – July 2024

- Provided personalized product recommendations, enhancing retail experience and communicating effectively.
- Maintained store presentation to uphold brand standards, collaborating with team members to achieve sales targets and ensure customer satisfaction.
- Ensured positive customer experience through attentive service, flexibility in scheduling, and fostering customer engagement.

LEADERSHIP EXPERIENCE

Virginia Academy Summer Program

Ashburn, VA

Summer Counselor

July 2023 – August 2024

- Led a team of interns to ensure camper safety and well-being, while developing engaging activities and fostering a positive camp environment.
- Provided guidance and support to campers and interns, managing day-to-day operations including scheduling activities and resolving conflicts.
- Collaborated with camp leadership to plan and execute programs aligned with camp objectives, demonstrating strong leadership and communication skills to maintain an inclusive atmosphere for all participants.

HONORS & AWARDS

Virginia Commonwealth University Dean's List

Fall 2022, Spring 2023, Fall 2023

Virginia Commonwealth University Virginia Merit Scholarship

Fall 2022

Virginia Academy Salutatorian

May 2022