

# natalia estrada.

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## Education

### VCU Brandcenter

Master of Science in Business (Branding; Strategy), 2016  
-Andrew Jaffe Scholarship, 2014-15

### The George Washington University

B.B.A with a concentration in Marketing, 2009  
-Studied abroad in Florence, Italy.

## Relevant Experience

### FCB Chicago

#### Strategic Planning Intern | Advertising/Strategy

June 2015 - Aug. 2015

- Briefed creative teams on the DiGiorno brand as they embarked on a new creative direction. Remained active throughout the entire creative process, contributing to creative as well as assuring that ideas remained in line with the brand's core strategy.
- Conducted market/consumer research for the Nestlé brand in order to gain actionable insights for a new umbrella branding strategy that would not only revive the brand, but also help them become a bigger part of their consumer's lives.
- Conducted primary consumer research for Choose Chicago, the tourism bureau. Assembled the research in creative and moving ways to help inspire and excite the clients on their brand's new direction.

### Interpretive Simulations

#### Manager of Business Development | Marketing/Sales/Management

June 2010 - June 2014

Dec.2012 - June 2014

Managed the marketing/sales department. Some of the duties included creating the marketing plan, budgeting, attending conferences, presenting department news/updates, managing staff. -Conducted market research on target. -Created campaigns for upcoming semesters.

#### Simulation Representative | Marketing/Sales

March 2012- Dec. 2012

#### Customer Support Specialist | Customer Support

June 2010- March 2012

#### Why it matters:

Selling simulations meant more than just understanding a curriculum. To make the right sale you had to understand the professor for who they were as an educator as well as a consumer. This allowed me to cultivate my consumer research skills and build a foundation for what it means to truly dig deeper.

### Congressional Hispanic Caucus Institute

Aug. 2007 - Dec. 2007

#### Communications Intern | Marketing/PR/Communications

Duties were heavy in writing and consisted of writing press releases, press lists, marketing material, and content for the CHCI newsletter.

#### Why it matters:

As a non-profit, CHCI relies heavily on their communications department to keep them funded. This fast-paced position not only kept me on my toes, it also helped me understand the power of persuasion. Every written word must move the audience. Writing was my weapon at CHCI and I learned to harness it well.

## What I do well

**EMPATHIZE:** I learn best by doing. So putting myself in your shoes is the best way for me to get to know you. It's who I am by nature and a quality I would say I'm pretty proud of.

**WRITE:** I am at times reserved in my speech, but never in my writing. I enjoy it. I think it shows.

**OBSERVE:** Even upon just meeting, I probably know a lot more about you than you think. Creepy? Maybe. But it's really just my people reading skills. They're pretty good.

## Know-how

**TOOLS:** Simmons - Keynote - Apple iMovie - Final Cut Pro - MS Office

**SKILLS:** Bilingual (Spanish/English) - Creative Problem Solving - Prospecting - Client Pitches - Creative Briefing - Competitive Analysis - Concept Testing - Social Scours/Listening - SWOT Analysis - Digital Ethnography - Segmentation Studies - Scenario Planning - Brand Essence - Qualitative and Quantitative Research (interviews, focus groups, surveys, etc.)

**EXPERIENCE:** Team Management/leadership - Department Management - Travel (Conferences and for Study) - Budgeting and Planning (Marketing Plan) - Negotiation (Creating contracts)

I believe in simple, creative, and purposeful solutions that all start at a human level. My core philosophies have much to do with glasses that are half full, life in the pursuit of passion, and ice cream as a legitimate breakfast. I seek the story in everything, I know we all have one to tell. Now go ahead, ask me about some of my favorite work that I've done!

**Brand Strategist.**