

# NATALIE PUCKETT

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## ASSETS

InDesign  
Illustrator  
Photoshop  
Apple iWork Suite  
Microsoft Office  
Mailchimp  
Typography  
Copywriting  
Event Coordinating  
Social Media Management

After Effects  
Dreamweaver  
CSS  
HTML

## VOLUNTEER

*Lansing 5:01 Event Architect*  
Jan 2018–Present

*Junior Diabetes Research  
Fund Benefit Walk*  
Summer 2013–2016

*Michigan Special Olympics  
Summer Games*  
Summer 2013–2016

*Teddy Bear Hospital  
and Picnic*  
Fall 2013–2016

## ACTIVITIES

*MSU Pompon Advisor*  
2021–2022 Season  
2020–2021 Season

*MSU Broad Cultural  
Strategy Group*  
Member 2019–2020

*Allegro! Adult  
Synchronized Skating Team*  
Member 2018–2020

*The Mid-Michigan  
Creative Alliance*  
Member 2015–2017

*MSU Pompon*  
Captain: 2015–2016  
Member: 2013–2016

*MSU Intercollegiate  
Figure Skating*  
Member 2014–2016

## EDUCATION

*Michigan State University, East Lansing, MI*  
Master of Arts, Strategic Communications  
Digital Media Certification

*Michigan State University, East Lansing, MI*  
Bachelor of Arts, Creative Advertising  
Design Specialization

## CREATIVE

*The Mid-Michigan Creative Alliance, East Lansing, MI*  
2017 Bronze ADDY Award for Copywriting  
2016 Bronze ADDY Award for Logo Design

*Michigan State University, East Lansing, MI*  
2016 Minds Wide Open II - International Advertising Competition

*Barcelona, Munich, Berlin*  
2015 MSU Study Abroad Program "A Creative Journey"

## PROFESSIONAL

**Copywriter & Designer** Nov. 2021–Present

*Wharton Center for Performing Arts, East Lansing, MI*

· Streamline tone of voice and design elements to reflect Wharton Center's brand throughout all promotion and collateral

**Creative Communications Coordinator** Aug. 2019–Nov. 2021

*Eli and Edythe Broad Art Museum at Michigan State University, East Lansing, MI*

· Transform concepts into visually aesthetic and communicative deliverables, including digital graphics, newsletters, event promotion, museum signage, and exhibition documentation  
· Contribute independently and participate in cross-functional teams to achieve museum, university, and community goals  
· Foster internal culture of inclusion, creativity, and positivity for a healthy work environment

**Marketing Assistant** Sept. 2017–Aug. 2019

*Gillespie Group, Lansing, MI*

· Raised brand awareness, and increased community engagement within residential properties  
· Designed graphics, write content, and manage multiple social media platforms  
· Coordinated third-party vendors for A-frames, exterior signage, large scale printing

**Freelance Graphic Designer** Oct. 2017–Present

*Lansing 5:01, Lansing, MI*

· Conceptualize and execute Summer Event Series logos and event branding for 2018–2021  
· Transform event analytics into annual report booklets, plus sponsor handouts and PDFs

**Marketing Intern** Jan.–Sept. 2017

*Gillespie Group, Lansing, MI*

· Lead designer for marketing promotions including: banners, signage, print ads, sell sheets, flyers, acquisition proposals, and internal communications  
· Proven ability to contribute independently and participate in cross-functional teams

**Web and Graphic Design Intern** July 2015–June 2016

*Ingham Intermediate School District, Mason, MI*

· Designed directories, posters, style guides, websites, and other projects  
· Enhanced the ease of user experience on district website

**Athletic Communications Assistant** Aug. 2013–Oct. 2015

*Michigan State University, East Lansing, MI*

· Produced social media graphics, athlete profile templates, and holiday cards  
· Compiled statistics in a fast-passed, VIP media room during varsity athletic events