

Natalie Victorine

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Summary

I am a digital communications professional with 4+ years of experience in social media content creation and public relations. Skilled in short-form video production, photography, and Adobe Creative Suite to create compelling content across digital, social, and print platforms. I am eager to expand my skill set in interpersonal communication and digital marketing through an energetic and creative lens.

Skills & Abilities

Adobe Photoshop, Adobe Premiere Pro, Adobe Lightroom, Contract drafting and management, Email marketing (Mailchimp), Adobe Illustrator, Adobe InDesign, CapCut, Canva, Short-form video production (Reels, TikTok), Photography (event and on-site), Social listening, Content calendar creation and post scheduling, Performance metrics and reporting

Experience

Marketing Manager– SLO Food Co-op, San Luis Obispo, CA

08/2025-Present

- Managed all internal and external marketing operations and a direct report while overseeing communications to a combined digital and physical audience of over 10,000; Collaborated with department managers to develop sales-driving marketing initiatives
- Conducted social listening and performance-metric analysis to optimize short-form video content (Reels, TikToks); used trending audio and engaging edits to increase organic engagement on Meta and TikTok
- Developed and executed integrated advertising campaigns across social, digital, radio, and print; managed all partnerships and contracts and leveraged trend-driven, brand-aligned content to grow social engagement by 98% in the year across views, reach, and content interactions
- Applied extensive on-site and event photography and videography to showcase brand image and campaigns further; used video editing software and graphic design tools to develop compelling campaigns for social media channels, digital media platforms, and community engagement
- Created, launched, and maintained brand-aligned initiatives that strengthened community connections, reinforced organizational values, and supported long-term business objectives, including partnerships that returned more than \$4,000 in products to the local community
- Generated \$10,000 to supplement the marketing and promotions budget as a result of winning the National Co-op Grocer's marketing competition and a successful holiday sales campaign
- Planned and executed high-profile organizational events including the annual Owner-Member meeting and holiday party, independently managing budgets, logistics, and event design, garnering positive feedback from attendees and partners alike

Sponsorship & Marketing Coordinator– Santa Barbara County Fair, Santa Maria, CA

04/2025-08/2025 (Seasonal)

- Secured over \$215,000 in sponsorships by designing customized packages and conducting local and regional outreach, contributing directly to fair revenue and community partnership growth
- Coordinated cross-functional marketing efforts for a 5-day event with 20,000+ attendees, managing print, digital, and on-site promotions while collaborating with local radio and television stations on outreach campaigns and concert ticket giveaways
- Led the graphic design and placement of 90+ signage pieces, ensuring brand alignment and maximizing sponsor visibility across the fairgrounds
- Planned and managed VIP sponsor hospitality area for 150+ guests, overseeing all areas of event planning and day-of execution, fostering meaningful connections with agricultural and local industry leaders and strengthening sponsor relationships

Social Media Assistant - Cal Poly College of Agriculture, Food and Environmental Sciences

09/2022-05/2024

- Created a cohesive social media marketing plan for the College of Agriculture on Instagram and Facebook, directly contributing to over 3,000 new followers across the social media channels
- Designed and implemented a strategic media plan, including a three-month campaign to showcase departments and the “Learn By Doing” approach, attracting hundreds of prospective students
- Conducted on-site photography for various college events, courses, and community and agri-tourism outreach, capturing authentic moments to enhance social media presence
- Proficiently utilized various video editing software to produce engaging social media content
- Adhered to university marketing and AP style guidelines, producing over 100 individual social media posts that maintained consistent and professional messaging

Social Media Assistant – California FFA Association, Sacramento, CA

04/2022, 04/2024

- Implemented a short-form video campaign to promote the CA FFA State Convention, highlighting youth involvement in agriculture, professional development, and leadership opportunities
- Increased Instagram follower engagement over 450% through Reels and recap posts during the conference
- Averaged 100,000 views on posted content with a 26,000-follower base by following trending audio and contemporary editing techniques

Involvement and Awards

National Co-op Grocers Association Marketing Contest Winner

New Times Best of SLO County- Best Natural Foods Store, Best Health/Supplement Store

The Tribune’s Best of the Central Coast- Best Grocery Store

Kappa Kappa Gamma, Eta Rho Chapter - Member

National FFA - American Degree Recipient

Cal Poly Panhellenic Association - Vice President of Recruitment

Education

California Polytechnic State University (Cal Poly), San Luis Obispo

Bachelor of Science in **Agricultural Communication** – June 2025