



NATALIE IACOPETTI

DIGITAL MEDIA SPECIALIST

CONTACT INFORMATION

Cell: (847) 226 1145

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Address: Bradenton, Florida

AREAS OF EXPERTISE

- Content Marketing
- Social Media Strategy
- Search Engine Optimization
- Creative Copywriting
- Digital Content Production
- Adobe Software
- Broadcasting
- Sport Operations
- Teamwork

ACHIEVEMENTS

- Social Media Certification, HubSpot Academy
- Intern of the Summer Award, EXACT Sport
- Best Sport Feature Package, Daily Iowan TV

MY REFERENCES

Jerry Vazquez, Estela's Fresh Mex

(563) 571 0018

jerv334@gmail.com

Sam Morgan, EXACT Sports

(312) 854 2367

sam.morgan@exactsports.com

Mary Clark

(641) 680 0862

clarkmary510@gmail.com



[LinkedIn](#)



[Instagram](#)



[Portfolio](#)

SPORT EXPERIENCE

Sports Information, Student Intern

UNIVERSITY OF IOWA ATHLETIC DEPARTMENT

2019 TO 2021

- Served as primary media relations contact for women's golf, rowing, and gymnastics
- Managed team social media accounts with photo, video, and graphics
- Produced game recaps, press releases, & special features through social media
- Responsible for team/individual statistics and updating conference with notable achievements

Game Day Media Correspondent

UNIVERSITY OF IOWA FOOTBALL

2018 TO 2021

- Initiated and branded a marketing strategy using Instagram stories to display in-game events to attract recruits
- Generated photo and video content to 150,000+ audience with eye-catching strategies with the #Hawkeye brand
- Premiered UI Children's Hospital Kid Captain Instagram Story in 2019

Operations Coordinator, Marketing Assistant

EXACT SPORTS

SUMMER OF 2019

- Capitalized following base and engagement levels by 45% on social media accounts
- Increased Twitter followers by over 300 users and Instagram by over 1,000
- Leveraged in-depth knowledge of social media trends to advise clients on best practices to reach marketing goals

Marketing and Social Media Director

ESTELA'S FRESH MEX

2019 TO 2021

- Increased social media following by maintained over 40% growth
- Produced and designed an effective way to determine sales/revenue reports from Sprout Social to management
- Generated promotions, contests, and original content in line with company goals and objectives
- Developed e-mail campaigns to generate to a larger audience using graphic design
- Captured photo and video of food products, staff, and apparel
- Launched a student marketing team of 20+ students

EDUCATION

University of Iowa

BACHELOR OF SCIENCE IN SPORT AND RECREATION MANAGEMENT, 2021

- SRM Club Vice President
- VS Pink Campus Team Photographer
- Pomerantz Career Center, Student Team
- The Daily Iowan, TV