

NATALIE MILHOUSE

Detroit, MI | 313.205.2226 | iamnataliemilhouse@gmail.com | [LinkedIn](#) | [Portfolio](#)

PROFILE

As a dynamic visual storyteller and mindful curator, I possess a unique talent for seamlessly integrating ideas, images, typography, and color to craft captivating designs and cultivate powerful brand images. My expertise extends beyond aesthetics and design, encompassing a solid foundation in creative direction, social media management, and project management. I have a proven track record of transforming innovative concepts into engaging visual content that resonates with audiences and drives results. With a meticulous eye for detail and a passion for innovation, I excel in overseeing and executing projects, leading creative teams, and managing social media strategies that deliver on both artistic and strategic fronts.

PROFESSIONAL EXPERIENCE

FLUID CREATIVE STUDIO, Chicago, IL - Remote

JUN 2020 - PRESENT

Freelance Brand Strategist and Designer

- Design graphics, signage, presentations, logos, social graphics, and other print and digital graphics upon client request
- Brand strategy, messaging, and overall design thinking and execution in the form of UI and brand design for clients across multiple industries

DIVINE ENTHUSIAST, Chicago, IL - Remote

APR 2017 - PRESENT

Founder

- Pioneered the conception, launch, and strategic direction of Divine Enthusiast
- Orchestrated end-to-end magazine production, including content creation and digital layout design, resulting in consistently high-quality issues
- Skillfully managed more than 12 freelance creatives, effectively guiding the development and execution of compelling visuals and copy

THE ACTIVATE NETWORK, Minneapolis, MN - Remote

DEC 2022 - JUN 2023

Creative Director

- Maintained brand consistency across all touchpoints while spearheading the creation of the brand identity for Everyday Powerhouse
- Designed and created brand assets for company brands, programming, and initiatives
- Created graphic and print designs and campaigns, achieving 50% YOY sales and engagement growth while increasing brand recognition
- Proactively identified gaps in current membership programming and successfully introduced a compelling weekly member offering
- Skillfully managed multiple projects by leveraging productivity tools such as Notion, resulting in streamlined team progress
- Provided mentorship and collaborated effectively with cross-functional teams
- Developed and implemented email campaign strategy for members and potential members to increase engagement

Program and Events Manager

DEC 2021 - NOV 2022

- Designed, planned, and executed in-person and virtual events, ranging from summits, activation labs, fireside chats, and panel discussions to product launches while adhering to budgets
- Developed and maintained relationships with vendors, negotiating contracts and securing cost-effective solutions
- Created marketing materials and promotional campaigns to boost event attendance, resulting in a 10% increase in participant numbers

Social Media Manager

JUNE 2020 - MAR 2021

- Managed social media account, growing followers by 20% within the first quarter and maintaining consistent brand messaging
- Created and curated engaging content, including visuals and captions, that aligned with brand identity and resonated with the target audience
- Tracked, reported, and analyzed social media trends, analyzed performance metrics, and adjusted strategies to optimize reach and engagement
- Engaged with followers, responded to comments and messages promptly, and fostered a positive online community
- Carefully incorporated marketing and event campaigns with standard brand messaging, leading to a 15% boost during event promotional periods

THE NPD GROUP, Chicago, IL

JAN 2018 - DEC 2020

Foodservice Product Management Specialist

- Managed lead annual report, Eating Patterns in America, and Market Monitor product
- Leveraged PowerBI and other data visualization tools to present critical points in a streamlined way

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TYSON FOODS, Chicago, IL

Customer Planning Specialist, Retail

OCT 2016 - DEC 2017

- Managed trade plans and team scorecards for multiple regional retailer brands
- Maintained customer promotion planning calendars and provided support on baseline/incremental planning and post-promotional analytics

Customer Development Manager, Foodservice

DEC 2014 - OCT 2016

- Managed a \$15 million national account
- Identified over \$200k in cost savings while continuing to grow the business
- Leveraged consumer and shopper insights for client recommendations
- Monitored shipments and analyzed fill rates to minimize delays and shortages

EDUCATION

Tennessee State University, Nashville, TN

DEC 2013

Bachelor of Business Administration | Minor in Marketing

SKILLS

Graphic and Print Design
Brand Strategy
Project Management

Problem-Solving
Adobe Creative Suite
Microsoft Excel, Powerpoint, Word