

**Natalie Holland**

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## Professional Experience

### **User-Generated Content Creator | Kolkata Chai Co.**

*New York, NY – Remote | August 2024 – Present*

**Key Skills:** B-roll Filming, Branded Content Creation, Social Media Optimization, Video Editing (CapCut, Canva, Adobe Photoshop), Instagram Reels, SEO Optimization

- Created high-quality B-roll and branded content, focusing on Kolkata Chai Co.'s unique product features.
  - Leveraged CapCut, Canva, and Photoshop for professional visual content aligned with the brand's aesthetic.
  - Scripted and edited SEO-optimized Instagram Reels (30-60 seconds) to highlight key ingredients and the chai-making process, boosting reach and engagement.
  - Applied a deep understanding of social media algorithms to optimize video performance, significantly enhancing the brand's visibility on platforms.
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### **Social Media Manager | Exclusive Business Marketing**

*Huntington Beach, CA – Remote | September 2022 – September 2024*

**Key Skills:** Social Media Strategy, Influencer Marketing, Meta Ad Campaigns, Video Production, Graphic Design, Blog Writing, Customer Retention, Brand Loyalty

- Developed cohesive brand identities for clients, resulting in increased customer loyalty and improved brand recognition.
  - Managed a \$10,000 Meta ad budget, generating over \$500,000 in Black Friday sales.
  - Collaborated with influencers and clients to execute content strategies that increased social media engagement.
  - Created SEO-driven blog posts and social media content, optimizing for relevant keywords to enhance online discoverability.
  - Increased client social media presence through consistent posting, creative video content, and strategic ad targeting.
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### **Content Creator | GoodVibesontheGo.com**

*Burlington, NC – Remote | May 2010 – Present*

**Key Skills:** Video Production, Amazon Affiliate Marketing, Sponsored Content, Trend Analysis, Canva, Adobe Photoshop, CapCut, SEO Blogging, E-commerce Optimization

- Produced high-engagement videos, social media Reels, and content aligned with trending topics, increasing online visibility.
  - Managed an Amazon storefront, optimizing product listings and gift guides for search engines to drive affiliate sales.
  - Collaborated with brands on sponsored content, tailoring product reviews to capture their voice and enhance brand authority.
  - Created SEO-focused blog posts to rank higher in search engine results, driving traffic to the site.
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**Graphic Designer / Virtual Assistant | ThatsDopeDesigns.com**

*Burlington, NC – Remote | May 2004 – Present*

**Key Skills:** Graphic Design, Web Design, Merchandise Creation, Logo Design, Social Media Tutorials, Client Management, Branding Strategy, E-commerce

- Designed SEO-friendly websites, graphics, logos, and promotional materials for clients, improving their online presence.
  - Developed and executed branding strategies that resonated with target audiences, increasing visibility and sales.
  - Managed multiple projects, ensuring timely delivery while adhering to budget constraints.
  - Provided personalized tutorials on social media, blogging, and graphic design, empowering clients with essential SEO skills.
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**Social Media Manager / Graphic Designer | All Pro Media**

*Burlington, NC – Onsite | March 2022 – June 2022*

**Key Skills:** Social Media Campaigns, Content Calendar Management, Video Production, SEO Blogging, Customer Engagement, Graphic Design

- Assisted in setting up video production across multiple locations, ensuring smooth operations on-site.
  - Captured behind-the-scenes photography for multiple clients, enhancing social media engagement and brand authenticity.
  - Represented the company on a panel of three social media managers, providing insights and answering questions for over 200 CEOs from aviation companies via Zoom.
  - Designed custom graphics for DVD sleeves and CD covers, ensuring customer satisfaction with personalized orders.
  - Scripted 15-second TV commercial ads for a plant nursery, contributing to effective and engaging visual marketing campaigns.
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## Education & Certifications

- High School Diploma | Graham High School
  - Certified NC Notary Public | Alamance Community College
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## Portfolio Links

[Graphic & Web Design Portfolio](#)

[Social Media + Marketing Portfolio](#)

[Case Studies](#)

[UGC Creator Portfolio](#)