

NATALIE HOLLAND

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WORK EXPERIENCE

Virtual Assistant & Graphic Designer

ThatsDopeDesigns.com - Graham, NC

MAY 2004 - PRESENT

- Design SEO websites boosting client visibility and sales, enhancing digital presence.
- Craft branding strategies tailored to audiences, increasing engagement and reach.
- Conduct blogging and design tutorials, empowering clients with essential digital skills.
- Pioneered cutting-edge web design techniques, enhancing user experience and boosting client online presence across diverse industries.

Content Creator

GoodVibesOnTheGo.com - Graham, NC

NOV 2010 - NOV 2024

- Create engaging videos and blogs, increasing site traffic and visibility.
- Collaborate with brands for effective sponsored content, strengthening audience connection.
- Optimize Amazon listings using trend analysis, improving search rankings.
- Pioneered creative content strategies, blending video, social media, and blog formats to captivate audiences and drive engagement across platforms.

UGC Creator

Kolkata Chai Co - Remote

SEPT 2024 - DEC 2024

- Produced B-roll and branded content showcasing unique product features, using CapCut, Canva, Photoshop.
- Scripted, edited SEO-optimized Instagram Reels, enhancing engagement through key ingredient highlights.
- Created visual content aligned with brand aesthetics, driving significant audience interaction.
- Focused on chai-making process to boost reach, employing professional editing tools for quality output.

Social Media Manager

Exclusive Business Marketing - Remote

SEPT 2021 - DEC 2024

- Managed \$10,000 Meta ads, generating \$500,000+ sales during Black Friday.
- Boosted brand loyalty with influencer strategies, enhancing engagement.
- Enhanced online presence through SEO-driven content strategies.
- Orchestrated viral social media campaigns, driving substantial revenue growth and enhancing brand visibility across multiple platforms.

Creative Director

All Pro Media - Burlington, NC

MARCH 2022 - JUNE 2022

- Managed content calendars, boosting engagement through strategic social media campaigns.
- Scripted TV ads, enhancing brand visibility and client satisfaction with custom graphics.
- Led client engagements, achieving measurable improvements in satisfaction and visibility.
- Pioneered cross-platform content strategies, elevating brand visibility and engagement across diverse social media channels.

Disinfection Technician II

The Budd Group - Burlington, NC

SEPT 2021 - MARCH 2022

- Ensured thorough cleaning and disinfection, boosting health standards and safety.
- Coordinates with cross-functional teams to optimize cleaning schedules, enhancing overall operational efficiency and resource allocation.
- Used appropriate tools for effective disinfection, ensuring optimal results.
- Reported maintenance and safety issues promptly, enhancing security.
- Contributed to a safer environment through diligent disinfection practices.

After School Program Supervisor

Alamance-Burlington School System - Burlington, NC

AUG 2021 - MARCH 2022

- Lead engaging activities to foster learning and social skills in children.
- Offer academic support to enhance educational progress and confidence.
- Maintain open communication with parents to build trust and collaboration.
- Ensure a safe environment by strictly adhering to safety protocols.
- Create a welcoming atmosphere to positively impact children's experiences.

Chef

Harvest Table Culinary Group - Elon University - Elon, NC

AUG 2017 - MAY 2021

- Managed events for 3,000 guests daily, ensuring seamless kitchen operations and service.

- Led menu planning and inventory control, optimizing resources for large-scale dinners.
- Directed high-volume culinary events, coordinating team efforts for successful execution.
- Orchestrated large-scale culinary events, including a 2,700-guest dinner. Directed kitchen operations, menu planning, and inventory management for seamless service delivery.

Kitchen Manager

Stokley's BBQ & Seafood - Burlington, NC

JULY 2015 - AUG 2017

- Developed and implemented new menu items based on market trends and customer preferences
- Oversaw daily kitchen operations, ensuring efficient workflow and adherence to food safety standards
- Maintained inventory levels by conducting regular audits, minimizing waste while ensuring availability of ingredients
- Implemented safety protocols in the kitchen to prevent accidents or injuries among staff members

Kitchen Manager

Karma on Third - Mebane, NC

JULY 2015 - AUG 2017

- Lead kitchen operations, ensuring seamless service and high safety standards.
- Train and support staff, enhancing team performance and customer satisfaction.
- Manage inventory and menu planning, optimizing resource use and reducing waste.
- Deliver exceptional service, serving diverse dishes to enhance guest experience.

Crew Member

Sheetz - Frederick, MD

JULY 2009 - MAY 2010

- Enhanced customer satisfaction through efficient service in a fast-paced environment.
- Prepared quality food orders swiftly, ensuring customer delight.
- Maintained a clean store, creating a welcoming atmosphere for customers.
- Handled transactions accurately, contributing to a positive shopping experience.
- Adapted to diverse team needs, ensuring smooth operations across flexible shifts.

Crew Member

Sheetz - Mebane, NC

AUG 2005 - MAY 2007

- Delivered efficient service, boosting customer satisfaction in a high-paced setting.
- Prepared custom orders with quality, ensuring prompt delivery.
- Maintained cleanliness, enhancing the store's welcoming environment.
- Managed customer interactions at register, fostering positive experiences.
- Adapted to shift changes, supporting team flexibility and coverage.

EDUCATION & CERTIFICATES

High School Diploma

Graham High School - Graham, NC

NC Public Notary

Alamance Community College - OCT 2021 - OCT 2026

Social Media Management

International Open Academy - 2021

LINKS

<https://thatsdopedesigns.com/category/case-study/>

<https://thatsdopedesigns.com/graphic-and-web-designs-portfolio/>

<https://thatsdopedesigns.com/social-media-digital-marketing/>