

Natalie

CONNELLY

CONTACT

214-799-9738

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EDUCATION

Major: Communications and Integrated Media Management

Minor: Marketing

LeTourneau University, Longview, Tx

GPA 3.9

SKILLS

Photography/Video
Writing
Editing/Design
Non-Profit Fundraising
Public Speaking/Teaching
Social Media
Organization
Adobe Creative Suite
Canva
Microsoft Office
Google Suite
Marketing Strategy
Hubspot
Project Management
Leadership Development
Event Planning

LEADERSHIP

Delight LETU Team Director & Social Media Coordinator
Student-Athlete Advisory Committee
College Crew Leader at New Beginnings Baptist Church
LeTourneau Volleyball Team

RIVETED LITERARY MAGAZINE- LETOURNEAU UNIVERSITY |2021-2022

- Served as the *Layout Editor*
- Utilized Adobe InDesign to format the magazine's layout
- Involved in establishing the new magazine's creative vision
- Personal photography submission selected by editor for cover art

EXPERIENCE

STUDENT & SOCIAL MEDIA RESIDENT- SCHOOL OF MINISTRY, LAKEPOINTE CHURCH | ROCKWALL, TEXAS | 2023-PRESENT

- Managed the relaunch of SOM social media including graphic design, editing content, caption writing, collaborations, benchmarking, scheduling, and engagement analytics for an account that has reached 21.4k followers in last 90 days with 35% growth
- Assisted social media team at 2 major podcast recordings
- Contributed by recruiting/training student volunteers, shepherding high school students, and launching my own small group within a ministry that averages 1,000 students and 200+ volunteers weekly
- Taught during weekend and midweek student gatherings, as well as local schools
- Coordinated student ministry connections and administrative upkeep daily

REGIONAL DIRECTOR-DELIGHT MINISTRIES | REMOTE | 2022-PRESENT

- Oversaw communication initiatives between Delight HQ & 15 university chapters across TX, CO, & NM
- Raised support of over \$50,000 in 3 months for a role that incorporates travel, administrative spreadsheets, and relational ministry with college women
- Maintained relationships with ministry donation team

COMMUNICATIONS ASSOCIATE- NEW BEGINNINGS BAPTIST CHURCH | LONGVIEW, TEXAS |2022

- Responsible for digital engagement including social media, video, graphic design, and website management
- Participated on a collaborative communications team to develop a consistent voice, mission, and style for the church's digital platforms

THE BRANCH CHURCH- FARMER'S BRANCH, TEXAS |2018-2022

- **Spent two summers as a NextGen Intern** working with the Children's and Youth Ministry
- **Spent a third summer as a Communications and Social Media Intern**
- The internships included rebranding ministries, designing graphics, editing children's curriculum, speaking at ministry events, producing digital content, event planning, and general church upkeep.
- **Spent the fourth summer on staff as a Content Creator**
- As a staff member my focus was on photography and video production for the church

ATHLETIC COMMUNICATIONS DEPARTMENT-LETOURNEAU UNIVERSITY |2018-2021

- *Sports Photographer and Student Worker*
- Organized photography content for promotion on athletics website and social media pages
- Increased content library in three years
- Photos have been featured in articles by the university marketing department, the Athletic Department, the American Southwest Conference, and the *Houston Chronicle*