

# designENRG

**Natasha Reneé Gilliam**

Creative Manager ■ Designer

www.designenrg.com

## Contact

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## Education

Bachelor of Arts  
Computer Graphics & Design  
George Mason University  
Fairfax, VA

Master of  
Business Administration  
University of Phoenix  
Phoenix, AZ

## Technical Skills

### Software:

Adobe Creative Cloud:  
InDesign/Illustrator/Photoshop/  
Dreamweaver/Acrobat DC;  
Microsoft: Word/PowerPoint/  
Excel/Publisher;  
CMS System: WordPress

### Languages:

HTML5, CSS3

### Team Management:

JIRA; Slack; Basecamp

## Summary

An innovative Creative Management Professional specializing in branding, design, operations and team management. 15-year creative career with a background in design and degree in business, focused on problem solving and developing targeted solutions for various clients. Motivational leader, with track-record managing project teams from concept to completion according to client specifications.

## Areas of Expertise

- Team Management
- Problem Solving Skills
- Corporate Branding
- Administration
- Strategic Planner
- Graphic & Web Design
- Space Planning
- Detail-Oriented

## Professional Experience

### Team Management

- Assemble and manage project teams, remove obstacles that ensure work is delivered on time and within budget.
- Ensure teams are achieving milestones, while achieving brand integrity with every decision.
- Serve as liaison between project leads and stakeholder both internally and externally.
- Maintain clear and effective communication throughout the project timeline.

### Branding & Design

- Designed various promotional branding packages and conceptualized marketing campaigns for various clients.
- Create strategic marketing campaigns for events, symposiums and conferences.
- Identify opportunities for growth and implement successful strategies.
- Create a mission driven branding narrative disseminated through multiple media channels.
- Develop a communication policy to ensure clear directional and brand consistency throughout the organization.

### Operations

- Mentor and train employees to ensure efficient processes.
- Develop strategic work plans through analysis and future planning, resulting in a comprehensive outline and culture for continued growth.
- Streamline organizational procedures to remove obstacles and help foster an environment of efficiency.

## Employment History

- 2016 - Present *Administrative Support Associate*, Economics Department  
The University of North Carolina at Chapel Hill, NC
- 2015 - Present *Creative Director*, Designenrg, LLC, Durham, NC
- 2015 - 2016 The University of North Carolina at Chapel Hill, NC, University Temporary Services
- *Communications Specialist*, World View
  - *Administrative Support Associate*, Environment Health and Safety
  - *Interim Communications Director*, Music Department
- 2006 - 2015 *Director of Publications*, Fourth Presbyterian Church, Bethesda, MD
- 2006 - 2015 *Creative Director*, Ryone, Incorporated, Washington, DC
- 2005 - 2005 *Graphic Specialist*, IKEA, Woodbridge, VA
- 2004 - 2005 *Production Designer*, Piedmont Press & Graphics, Warrenton, VA