

natalie kuhn



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visit nataliekuhn.com for more information

Marketing Strategist + IA
Experts Exchange
San Luis Obispo, California

October 2010-Present
Define strategy for all onsite, Social Media, and Email Marketing campaigns
Define target audiences, develop creative briefs and outline campaign fulfillment
Manage production of products through Creative, Engineering and QA departments
Fulfill all Information Architect responsibilities below (www.experts-exchange.com)

Information Architect
Experts Exchange
San Luis Obispo, California

March 2009-October 2010
Developed user personas, user experience workflows, and interactive prototypes to be used in the creation of live site pages
Responsible for all research needed for the development of above
SEO specific research: keyword, URL and comparative site analysis (www.experts-exchange.com)

Digital Coordinator
Niven Family Wine Estates
San Luis Obispo, California

June 2009-August 2009
Filmed, edited, and produced videos representative of the Niven Family Wine Estates to be distributed to sales representatives nationally (www.nivenfamilywines.com)

Production Intern
Leo Burnett
Chicago, Illinois

June 2008-August 2008
Beta tested a new workflow routing system for the agency's largest client
Worked with an agency art director assisting him in the creation of ad templates to be used in national newspapers (www.leoburnett.com)

Knowledge Manager
University Graphic Systems
San Luis Obispo, California

May 2008-June 2009
Duties revolved around codifying, archiving, and disseminating knowledge
Managed a small team of student workers to achieve quarterly goals
Editor and publisher of the weekly department newsletter
In charge of University Graphic System's wiki (<http://ugs.calpoly.edu>)

President
Mat Pica Pi
San Luis Obispo, California

September 2008-June 2009
Planned and ran Mat Pica Pi events and activities; hosted weekly meetings
Coordinated fundraising, career building, and social events including silent auctions, career fairs, industry tours and banquets

Head Pressman
University Graphic Systems
San Luis Obispo, California

October 2006-June 2009
Printed the Mustang Daily newspaper through University Graphic Systems
Duties included operating and working on the Goss Community Press as well as the management of webpress trainee students and employees (<http://ugs.calpoly.edu>)

freelance

August 2006-Present: Freelance Graphic Designer
Logo, business card, brochure, poster and clothing design for various local clients

education

California Polytechnic State University, San Luis Obispo
Bachelor of Science in Graphic Communication
Printing and Imaging Management & Design Reproduction Technology concentration

recognition

Recipient of the Graphic Communication Distinguished Dedication Award: June 2009
Recipient of the Doc Stapleton Memorial Scholarship: 2008/2009

digital skills

Adobe Illustrator, InDesign, Photoshop, Dreamweaver and Bridge; Axure; Visio; iMovie; Microsoft Word and Powerpoint; basic HTML knowledge

interests

Member of the Cal Poly Sailing Team: 2006-2007
Performed in Cal Poly's Spring Dance Show: 2007, 2008, 2010