



NATALIE RODRIGUEZ

◆ PUBLIC RELATIONS STRATEGIST ◆

indynatpr.com

SOCIAL

-  [linkedin.com/in/indynatpr](https://www.linkedin.com/in/indynatpr)
-  [fb.me/nataliescottrodriguez](https://www.facebook.com/nataliescottrodriguez)
-  @indynatpr
-  @indy_nat

PROFILE

Experienced public relations, integrated communications, and marketing strategist with background in small businesses, churches, membership-based organizations and public affairs. I have over 10 years experience in public relations; strategic planning; content creation, media relations, and special event coordination.

PROFESSIONAL EXPERIENCE

Communications Specialist

Teamsters Local No. 357
September 2010 - August 2016

- Developed, edited, designed newsletters, emails, and other content
- Social media, website and private forum management and contributor
- Coordinated media relations for rallies and pickets

Program Director

IN Division of Forestry
April 2000 - September 2002

- Managed redesign and printing of brochures and maps
- Organized Division's State Fair presence and industry-related museum display
- Edited USDA State of Forests in Indiana publication

Sr. Information Specialist

IN Bureau of Motor Vehicles
December 1997 - April 2000

- Conducted statewide media and consumer safety campaigns
- Contributing writer/editor for Bureau's newsletter and mature drivers' guide
- Assistant coordinator for legislative study committee and vintage automobile tour

CERTIFICATIONS/TRAINING

- InBound Marketing
- Social Media Marketing
- Enterprise Training
- Working with the Media
- Management Institute
- Two Governor's Public Service Internships

EDUCATION








2016 - 2018(est.)

**Pursuing Master of Arts in Public Relations (Full-time)
Professional Concentration/Analytics Option**
Ball State University - Muncie, Indiana
Courses: comm. theory, PR foundations, case studies,
marketing, social media analytics, PR campaigns.

1997

Political Science/Journalism Specializing in Public Relations
Butler University - Indianapolis, Indiana
Honors

SKILLS

- Leadership/Management 
- Strategic Planning 
- Analytics 
- Social Media 
- Event Coordination 
- Design 
- Writing/Editing 

REFERENCES

Captain Fred Long
Former VP, IBT Local 357
upon request

Alvin Hayes
Mentor, Hayes, Arnold, Covington &
Lee Communications
upon request

AFFILIATIONS

Public Relations Society of America
(PRSA/PRSSA)

International Association of
Business Communicators (IABC)

Cardinal Metrics (Analytics)

Indiana State Museum - Volunteer