

NATALIE K. RODRIGUEZ

www.linkedin.com/in/indynatpr | [317.501.0662](tel:317.501.0662) | natalie@indynatpr.com

10+ years of experience in strategic communications and public relations

Indiana Department of Revenue - Public Relations Specialist

February 21, 2017 – September 15, 2017 as a contractor for KSI

September 18, 2017 - present

Business Outreach speaker and presentation coordinator. Includes outreach and partnerships with stakeholders, civic groups, trade groups and post-secondary institutions. Business Outreach encompasses: Tax workshops for international students, Tax School presentations for IU and Purdue, tax update presentations, specialized business tax presentations, and more. Publications and related web content include: Tax Chapter, Small Business Tax Guide, Volunteer Handbook. Developed social media analytics reporting program through Hootsuite and helped to manage social media responses to taxpayers. Contributor to internal publications. Blog writer. Reduced errors on agency website.

Salus Saunas - Social Media, Public Relations & Marketing Director

January 2017 - present

Developed social media graphics, posts, and strategy among five platforms. Worked with business to move from home and trade show sales to content marketing.

Ball State University - Graduate Assistant

August 2016 - December 2016

Assisted with a journalism research project. Compiled bibliographies for and edited journal article submissions.

International Brotherhood of Teamsters Local No. 357 - Communications Specialist

September 2010 - August 2016

Developed/edited/disseminated newsletters, emails, alerts for members across the country. Website content and user management. Social media management. Media relations and public affairs. Electronic election management. Event management. Worked with committees and Executive Board to create, further develop or revise information to send to pilots or for the website.

Indiana State Museum - Volunteer

October 2015 - Present

Naturalist Lab host, Information Desk and special events. Interaction with visitors to provide information and assistance for a positive and educational museum experience. Promotion of special programs.

AAA Hoosier Motor Club Auto Travel Counselor

June 2003 - March 2006

TripTik routings preparation; car & hotel reservation coordinator; member service provider and retail sales representative.

American Sewing Guild, Indianapolis Chapter - "Stitching Line" newsletter editor/coordinator and Board Member

September 2002 - June 2003

Redesigned newsletter for easier production and readability. Working with advertising and retail liaisons to increase revenue and reader services via print and online communication.

IN Dept. of Natural Resources - Program Director/Information Specialist

April 2000 - September 2002

Managed and supervised staff to accomplish the public promotion, information, communication and publication needs of the Division of Forestry. Areas of responsibility include: co-chair of the Centennial Committee; organization of the Division's Indiana State Fair presence; updating, writing or otherwise producing information brochures, booklets, maps, misc. publications. High profile projects include: editing or contributing to articles in "Outdoor Indiana" magazine; Adventure Hiking Trail map; and six property maps.

IN Bureau of Motor Vehicles - Senior Information Specialist

December 1997 - April 2000

Conducted statewide media and consumer education campaigns for driver issues and vehicle services. Contributing writer and rotating editor for Bureau newsletter. Website content developer, internal promoter and primary contact to Internet provider. Liaison to General Assembly Interim Study Committee. High profile projects include: roll-out of telephone renewal service; vintage automobile tour; and the state's first guide for mature drivers.

Indiana Association of Cities and Towns

August 1997 – December 1997

Executive Assistant to Environmental Circuit Rider Program Director

Governor's Public Service Internship - 1997

Indiana Department of Environmental Management

Office of Community Relations

Designed winning presentation for The Council of State Governments' 1997 Innovations Award.

Governor's Public Service Internship - 1996

Indiana War Memorials Commission

Coordinated procurement, display and publicity of a Smithsonian Institution traveling exhibit.

EDUCATION

Ball State University - Muncie, Indiana

College of Communication, Information and Media

Master of Arts in Public Relations awarded May 2018

Butler University - Indianapolis, Indiana

College of Liberal Arts and Sciences

Bachelor of Science degree awarded December 1997

Major: Political Science (Honors)

Minor: Journalism Specializing in Public Relations

MEMBERSHIPS

Public Relations Student Society of America (PRSSA)

International Association of Business Communicators

Golden Key Honor Society

Phi Kappa Phi

CONTINUING EDUCATION

Certifications

Brandwatch Marketing

Hubspot Inbound Marketing Certification

Hootsuite

Hootsuite Platform Certification

Certified Social Media Marketing Professional Certification License # 10154795

IBM Watson Analytics - Level 1

Additional classes

Lynda.com

Mapping the Modern Web Design Process

User Experience for Web Designers

Design Aesthetics for the Web

Introduction to Web Design and Development

Web Development Foundations

Adobe Captivate 2017 Essential Training

Advanced SQL for Data Scientists

Learning SQL Programming

SQL Essential Training

Learning Watson Analytics

Advanced Google Analytics

Wayne Winston on Analytics

Google Analytics Essential Training

Udemy.com

Google Analytics Training Course

Vectr: Beginner's Guide to Graphic Design

CodeAcademy.com

Getting Started With Programming

Web Fundamentals: HTML Basics

Learnable.com

Build a Corporate Website with Joomla

Build and Manage Your Own Website Easily (Joomla)

Build Your First Website: Getting Started with HTML & CSS

2014 Teamster Unity Conference

Introduction for General Secretary-Treasurer Workshops

Regaining Our Voice: Building Membership Participation

2013 Teamster Women's Conference

How to Build a Movement with Social Networking

The Art of Communication

2012 Teamster Leadership Academy

Local Union Communications: Working with the Media

State of Indiana Management Institute Phases I & II