

Hello I am

NATASHA BANGERT

ABOUT ME

Current - 2021

An agile award-winning visionary leader with ten years of DTC, B2C, and B2B design expertise, I excel at executing elegant, innovative solutions to drive business objectives and key results (ORCS) that propel revenue and return. My strengths include leading brand strategy, omni-channel marketing campaigns, social media marketing strategy, motion graphics, cross-functional leadership, and team orchestration.

Work Experience.

Director of Marketing & Strategy

Ensurem / Largo / Florida

The position is being phased out due to the company's acquisition and subsequent dissolution. I managed a team of seven individuals, guiding them in crafting and implementing innovative strategies, monitoring brand integrity, and ensuring synergy with corporate goals. This role placed significant focus on B2B, DTC, and B2C marketing initiatives.

- Spearheaded a comprehensive brand overhaul in spring 2022, revamping collateral, digital assets, the website, and over thirty landing pages, positioning the brand as a lifestyle entity.
- Creating 360 multichannel campaigns for brand awareness, lead generation, and retention.
- Supported organic and paid lead generation efforts, collaborating with the performance marketing team to optimize landing pages, sales funnels, and lead capture forms integrated with Salesforce, resulting in increased conversion rates. Enhanced organic lead generation and conversion through website overhaul & social media presence.
- Promoted influencer brand awareness campaigns and launched audience-driven marketing initiatives.
- Managed the creative team and oversaw all phases of work from concept through production, ensuring consistent quality aligned with brand standards.

Key Achievements:

- Transformed Ensurem brand into a lifestyle entity through comprehensive brand overhaul.
- Optimized lead generation efforts, resulting in increased conversion rates and reduced cost-of-customer acquisition (CAC) leveraging data analytics tools and insights.
- Produced award-winning Medicare educational videos series leveraging Ensurem's AI Chat Bot EMMA and fitness influencer Denise Austin.
- Draft press releases and Outward facing Communications

Director of Marketing Creative Services

Natasha Bangert Motion / Tampa & Atlanta / FL

Helping companies develop and create the strategy behind campaigns and conceptualizing the brand integration. Projects spanned across many different platforms including UX/UI, experiential, social media, design, video.

Companies Include:

RR Donnelly, Crawford Media, Hartmann Studios, Big Red Rooster

2021 - 2016

CREATIVE DIRECTOR

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- 📍 284 Belleair Dr. NE
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(Open to Relocation)

EDUCATION

2009-2013

Bachelor of Arts

Major: Motion Design

Motion Design is an intensive course of study, focused on a client centric curriculum using state-of-the-art digital film and animation techniques used in movies and television, including 2D, 3D, and stop motion. Additional courses emphasize concept development techniques and graphic design principles.

Ringling College of Art & Design

SKILLS

- Brand
- Data Analysis
- Design
- Social Media
- Motion Graphics
- Leadership
- Positive Feedback
- Ux / Ui Design
- Leadership
- Copywriting
- Team Leadership
- Marketing
- Strategy
- Analytics
- B2B, B2C, DTC
- Communication
- Marketing Operations
- Problem Solving
- Google Ads
- Digital Ads
- Creative Direction
- Timelines
- Editing
- Customer Journeys
- COGS/ROI/CAC

2019 - 2018

Marketing Art Director

Apartments.com / Atlanta / GA

Orchestrated all brand and consumer marketing efforts at Apartments.com, a Fortune 500 company. My team developed brand strategy and campaign plans for top and bottom of the funnel strategies and tactics targeting renters, owners, brokers, and agents. We were responsible for creating world class large-scale national B2B and B2C campaigns like multi-channel ad campaigns across traditional media, paid media, organic and paid social, email, SMS, and all product marketing materials like pitch decks, collateral and leave behinds. I led and inspired a team of five top-performers that included Designers, Digital Marketing Specialists, Content Writers, and Digital Media.

- Led creative direction initiatives that resulted in cohesive branding
- Managed projects from start to finish, ensuring timely quality work.
- Collaborated with cross-functional teams to brainstorm ideas

2018 - 2017

Marketing Art Director

Georgia Power / Atlanta / GA

Led the massive brand overhaul at Georgia Power to redesign and rebrand the largest utility company in Georgia. My team of 15 talented UX/UI designers, videographers, and motion graphic artists redesigned and rebranded the entire Georgia Power website with the backend experience which was over twenty-five landing pages. Additionally, I leveraged my expertise in 3D motion graphics to create an assets library for the production department which created much needed consistency across the brand for video assets. Lastly, I spearheaded the complete overhaul of our social media content strategy from ideation to execution.

- Created visually engaging materials to effectively communicate ideas.
- Delivered compelling client presentations to showcase creative concepts
- Collaborated with team members to develop cohesive visual strategies
- Managed the art department to ensure timely delivery of high-quality projects.
- Led the creative concept development process
- Led Brand asset overhaul

2017 - 2016

Senior Digital Designer

IBM & The Weather Company / Atlanta / GA

Creating new and innovative content for advertising and marketing across the U.S. and globally. A lot of my responsibilities included apple store, and google play marketing and design Ads. Commercial concepts for television for events such as the world cup. Social Media became the area in which I excelled where the weather company saw numbers reach close to 500k for organic posts, the most they had ever seen.

- Conceptualized and created visually appealing graphics
- Built user-friendly apps with an emphasis on modern design and functionality.
- Utilized design principles to ideate new solutions for complex problems.
- Managed multiple projects simultaneously, ensuring deadlines were met and budgets maintained.
- Improved user engagement and satisfaction through thoughtful user experience design strategies.

AWARDS

2023

The Telly Awards
Silver & Bronze

2023

United Healthcare Awards
Top 3 for Most Compliant
Quality Award

2016

Shorty Awards
Education

2011

Sarasota Film Festival
Opening Trailer

2012

Cannes Lions Festival
CVS Case Study

REFERENCES

JOSEPH FRONKE

Director of Strategic Marketing HPOne
P: 949-521-2703

BEN GREENE

Director of Digital Marketing
P: 727-667-6765

KEN KASEE

Global Director of Digital Marketing ADM
P: 773 569 6774

ADRIAN WILLIAMS

Vice President of Global Brands MLB
P: 404 376 8959

ALICIA COBURN

Senior Visual Designer Ensurem
P: 813-389-3885

2016

Senior Digital Designer

Melt/ Atlanta / GA

Assisted in creating powerful and compelling ideas that came to life for presentation pitches to fortune 500 companies. My responsibilities included a strong understanding of clients branding, graphic design, and motion graphics. My work was so compelling they extended my contract to have me assist in the development of all assets for the Coca-Cola March Madness concert festival, and other compelling pitch decks.

- Led brand development initiatives to enhance overall visibility and recognition
- Designed visually appealing graphics for various marketing materials.
- Demonstrated expertise in graphic design through innovative visuals.
- Employed problem solving skills to overcome design challenges
- Managed projects from conception to completion, ensuring timely delivery.

2016 - 2015

Director of Creative Marketing

First Financial Security / Atlanta / GA

When I was brought on board, the company was failing and losing revenue rapidly. I was told if things did not turn around quickly, they would close their doors within six months. Within a year I doubled the company's profit and growth. Creative and strategic lead in charge of re-branding and refacing the company's overall look and style. Bringing marketing materials from the 90's and modernizing the company as a whole into the 20th century. Re-constructed and managed the design of online content, all marketing materials (print and digital), animated graphics and enforced the usage of analytics and meta-tag data for all online/ social content, and all convention materials and chachkis.

- Led a team of professionals to achieve project goals and meet deadlines.
- Managed budget allocations effectively to ensure efficient use of resources.
- Utilized graphic design skills to create visually appealing marketing materials.
- Solved complex problems by exploring innovative solutions.
- Communicated ideas effectively through visuals

2015 - 2014

Senior Digital Designer

CSE / Marietta / GA

Producing animated content for a state of the art interactive media display. Working with a creative team to solve and create compelling visual content to showcase the agency's accomplishments and creativity. Also animated content and traditional design work for advertisements, social media, web and sports events for clients such as Powerade, Georgia Power, PGA Tour, and Sprite. Contributed to LED/Fascia and matrix boards for Coca-Cola and various other clients. Created a social media tracking system of all our clients and their brands during The World Cup that we ran in conjunction with data analytics and published our findings in the Sports Business Journal.

- Led product development projects from conception to finalization.
- Communicated effectively with clients to gather feedback and make adjustments.
- Designed high-quality graphics and video for various projects.
- Cross-functional collaboration to brainstorm ideas, solve design challenges.

2012

Marketing Intern

Young & Rubicam/ New York City / NY

Created a case study for entry at the Cannes Lions Festival. Contributed to creative and concepting for CVS, Chapstick, St. Judes hospital, and Nascar.