





Natasha Bangert

C R E A T I V E D I R E C T O R

linkedin.com/Natasha Bangert 
NatashaBangert28@gmail.com 
+1 727-377-4499 
Saint Petersburg, FL 

Education

Bachelor of Fine Arts, Motion Design
Ringling College of Art & Design
2009-2013

I was accepted at the best art & design schools globally, like RISD and SCAD, but I selected RCAD because it's ranked in the Top 10, and the Motion Design BFA is ranked #4 globally.

Awards & Entries



I am 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 [ORKS] that propel revenue and return. My strengths include leading brand strategy, omnichannel marketing campaigns, social media marketing strategy, 3D motion graphics, cross functional leadership, and team orchestration.

Core Competencies

JIRA | Wrike | Trello | WordPress | Adobe Creative Cloud Suite | Microsoft Office | Cinema 4D | Nuke | Final Cut | Protools | Dragon Stop Motion | Sketch | Hootsuite

Technical Skills

JIRA | Wrike | Trello | WordPress | Adobe Creative Cloud Suite | Microsoft Office | Cinema 4D | Nuke | Final Cut | Protools | Dragon Stop Motion | Sketch | Hootsuite

Experiences

CREATIVE DIRECTOR

ENSUREM

[Start-up, privately held Insurtech Corporation]
MARCH 2021-CURRENT

I own the entire creative and brand strategy with my team of highly accomplished designers, videographers, and UI/UX strategists. We overhauled the brand from end-to-end from fonts, colors, collateral, digital assets, and website to create a lifestyle brand Baby Boomers love. We heavily support the lead generation efforts of the performance marketing team to increase conversion rate and reduce cost-of-customer acquisition by leveraging insights from Hotjar and Google Analytics to optimize landing pages, sales funnels, and lead capture forms. I inspire the creative and cross-functional teams to produce disruptive content marketing materials spanning multiple channels like direct mail, collateral, OOH, DOOH, CTV, TV, owned and paid social media, email, SMS, programmatic, digital display, and experiential.

CREATIVE DIRECTOR, FOUNDER

Natasha Bangert- www.NatashaBangertMotion.com
2013-CURRENT

I help companies create the strategy behind a campaign and conceptualize brand integration. Our capabilities span many channels and platforms, including UX/UI, experiential, social media, motion graphics, and video. Companies include:

RR Donnelly, Georgia Power, Melt, Crawford Media, Big Red Rooster, Home Depot, Turner Broadcast, Hartmann Studios, BiBrainz, CNA Insurance, McGraw-Hill Education, and Blue Mountains International

ART DIRECTOR

APARTMENTS.COM, COSTART GROUP, INC

[NASDAQ: CSGP]

AUGUST 2018-SEPTEMBER 2019

I orchestrated all brand and consumer marketing efforts at Apartments.com, a Fortune 500 company. I led and inspired a team of five top-performers that included Designers, Digital Marketing Specialists, Content Writers, and Digital Media Specialists. 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. My team developed the brand strategy and campaign plans for top and bottom of the funnel strategies and tactics targeting renters, owners, brokers, and agents.

CREATIVE DIRECTOR, FOUNDER

GEORGIA POWER

[NYSE: GPJA]

MARCH 2017-AUGUST 2018

I led the brand overhaul at Georgia Power. My team of 15 talented UX/UI designers, videographers, and motion graphic artists redesigned the entire website with the backend of 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. Lastly, I spearheaded the complete overhaul of our social media content strategy from ideation to execution.

SENIOR DESIGNER

THE WEATHER COMPANY

MAY 2016-MARCH 2017

I created new and innovative content for advertising across the U.S. and globally. My responsibilities included designing ads for the Apple Store and Google Play. Additionally, I developed commercial concepts for television events like the World Cup. I excelled at developing the social media strategy by creating compelling content that saw numbers reach north of 500,000 views for organic posts in 30 days.

SENIOR DESIGNER

SENIOR DESIGNER

MELT

FEBRUARY 2016-MAY 2016

My responsibilities included a strong understanding of clients branding, graphic design, and motion graphics. I assisted in creating compelling ideas that came to life for presentation pitches to Fortune 500 companies. My work was so persuasive that they extended my contract to have me assist in developing all assets for the Coca-Cola March Madness Concert.

SENIOR DESIGNER/ART DIRECTOR

FIRST FINANCIAL SECURITY

FEBRUARY 2015-JANUARY 2016

I was charged with rebranding the company's overall look and style, bringing marketing materials from the 90s, and modernizing the company into the 21st century. Reconstructed and managed the design of online content, all marketing materials (print and digital), and animated graphics and enforced the usage of analytics and meta-tag data for all online/social content.

SENIOR DESIGNER

YAH.

JANUARY 2014 - JANUARY 2015

I worked with a creative team to solve and create compelling visual content to showcase the agency's accomplishments and creativity. I produced animated content for an interactive media display. Also, animated content and traditional design work for advertisements, social media, web, and sports events for clients such as Coca-Cola, Powerade, Georgia Power, PGA Tour, and Sprite.