



NATHALIE PROPHETE

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PERSONAL PROFILE

I am an outgoing, dedicated individual who has an ambition to succeed in any given environment. My mission is to utilize my education as a mechanism to prove to young minorities that it doesn't matter who they are or where they come from, their education holds the power to transcend all circumstances. My passion is deeply rooted. It comes from the barriers of being a first-generation college student, raised by immigrant parents, but sought mentor-ship in individuals that saw beyond what I saw in myself. They helped sparked a fuse of endless curiosity and dreams beyond uncharted territories, and that's the light I want to shine on generations to come.

ACHIEVEMENTS

- A31 Employee of the Month (July 2018)
- Most Improved Social Media Page (2017)
- Outstanding Intern - Carnival Cruise (Aug. 2019)
- Employee of the Month - Marriott (May 2016)

EDUCATION HISTORY

University of North Carolina at Chapel Hill| Kenan Flagler Business

Bachelor of Arts in Public Relations & Advertising| May 2020

- Dean's List - Two Semesters
- Renwick Academic Award Recipient
- Marketing Club Ambassador

Miami Dade College - Honors College

Associate of Arts in Business Management| 3.9 GPA | May 2018

- Dean's List - Four Semester
- Model United Nations Delegate
- Phi Theta Kappa Ambassador
- PBL State Leadership Finalist/Director of Competitions

PROFESSIONAL EXPERIENCE

Marketing Campaign Strategist

Air Jordan Brand| Jan 2020 - May 2020

- Performed market research to evaluate brand standing among competitors
- Composed a campaign budget to evaluate tools to launch campaign
- Created and presented a thorough report of findings and recommendations
- Lead a group of 7 teams to created an effective marketing campaign strategy

Public Relations Communication Intern

Durham County Cooperative Extension | Jan 2020 - May 2020

- Composed written communication materials for publication
- Conducted interviews with non-profit family partners
- Intergrated strategy to create news releases, brochures, and manage donor relations

Marketing Admin Assistant Intern

Youth Re-Envisioning the Future| Feb. 2019 - Mar. 2020

- Designed and Present media campaigns to a team of 35 staff and executives
- Managed marketing budget to ensure department is in balance with transactions
- Routed all inbound calls to department
- Code and process about 40 invoices a day to their respective ledgers

CRM Marketing Intern

Carnival Cruise Line | June. 2019 - Aug. 2019

- Conducted competitor analysis of marketing trends to modify current strategies
- Organized monthly proposed sale collateral binder for DM campaigns
- Opened project tickets in PMS systems assigning tasks to creative team for collateral
- Create compelling subject line and Pre-headers that generate mass email open rates

Administrative Assistant

EPIC Kimpton Hotel | Apr. 2015 - Aug. 2018

- Ensured prompt receipt of all departmental invoices (Banquet, IRD, restaurants)
- Coded and process invoice expense to their respective General Ledger accounts (G.L)
- Served as main source of communication between management, staff and vendors
- Coordinated new hire on-boarding tasks(Document filing, ADP set-up, and start dates)
- Composed and edited all written correspondence for guest/management presentation
- Facilitated all month-end Profit & Loss (P&L) review meetings
- Managed 62 dining room employees and maintained flow of service

Social Media Coordinator

EPIC Kimpton Hotel | Apr. 2015 - Aug. 2018

- Managed 5 F&B social media accounts (Facebook, Instagram, Yelp, Tripadvisor)
- Created weekly photo/video content of outlets' most anticipated sites and dishes
- Conducted competitor research analysis on site productivity to improve strategies
- Facilitated an all-across social media following growth by 900 followers in 3 months

SKILLS AND INTERESTS

- Proficient in Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Premier Pro
- Advanced in Microsoft Office: Word, PowerPoint, Excel, Outlook, Access
- Hospitality & Tourism Management Certification
- Studied Intermediate Spanish
- Proficient with professional Social Media accounts (Facebook, Twitter, Instagram, Yelp)
- Finance/Marketing Management
- Administration/logistics