



NATALIE KELLY



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PROFILE

High-energy Marketing Specialist with experience executing digital campaigns, product launches, and sales enablement initiatives. Strong UX/UI foundation with a proven ability to create user-centered, impactful marketing content. Detail-oriented and collaborative, with hands-on experience across analytics, CRM automation, and design, and a commitment to delivering meaningful results.

WORK EXPERIENCE

Marketing Specialist

Parametrics Medical | Austin, TX | Dec 2024-Current

- Led end-to-end marketing for multiple medical device and biologics product lines, managing launches, catalogs, digital campaigns, and sales enablement materials while ensuring FDA-compliant messaging and brand consistency
- Executed integrated digital campaigns across social, email, short-form video, and paid advertising to support distributor engagement and lead generation
- Owned creation of large-scale collateral, translating complex clinical information into clear, compelling sales assets
- Collaborated cross-functionally with Sales, Product, Regulatory, and designers to support launches, events, and ongoing brand execution

Freelance UX Designer

Self-Employed | Austin, TX | April 2024-Dec 2024

- Collaborated with clients to design intuitive user interfaces and improve user experiences for websites
- Developed wireframes, prototypes, and high-fidelity designs using Figma to streamline design processes and ensure seamless design handoff
- Conducted user research and usability testing to inform design decisions and optimize user journeys

Digital Marketing Internship

Combined Benefits Group | Austin, TX | Summer 2022 | Employee Benefits Consulting Firm

- Redesigned company website with updated content to emphasize UX/UI by introducing a user-friendly layout with SEO-optimized content
- Competitive analysis and research industry trends
- Designed various print materials, assets, presentations, and newsletters using Adobe Suite software and ensuring that the company's standards and needs were met

Social Media Curator & Graphic Designer Internship

Filling in the Blanks | Darien, CT | May 2021-May 2022 | Child Food Insecurity Non-Profit

- Directed social media campaigns, securing funding and community engagement through partnership programs.
- Conducted research and tracked beneficiary trends
- Assisted with the development and management of social platforms including Facebook, Instagram, Twitter, and LinkedIn
- Developed and implemented strategic social media campaigns

EDUCATIONAL SUMMARY

The University of Arkansas | Fayetteville, AR

Fulbright School of Arts & Sciences | Degree Conferral October 2023

- Bachelor of Arts, Communications, Minor in Sociology
- Fulbright College of Arts & Sciences Chancellor's List Award in Academic Excellence 2022 & 2023
- Fulbright College of Arts & Sciences Dean's List Award in Academic Excellence 2021
- 3.78/4.0 GPA

LEADERSHIP & ACTIVITIES

Lambda Pi Eta Honor Society

Alpha Chapter | January 2022-Present

Zeta Tau Alpha Sorority

Epsilon Chapter | August 2018-May 2022

Student Mobilization

Volunteer Leader & Member | September 2018-May 2020

SKILLS

- Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD)
- UI/UX Tools (Figma, Sketch, Miro)
- Usability Testing (Optimal Workshop, UserTesting)
- Microsoft Suite (Excel, PowerPoint, Word)
- CRM & Marketing Automation (Zoho, HubSpot, Salesforce)
- Analytics & Paid Media (Google Analytics, Google Ads)
- AI Content Tools (Claude, ChatGPT, Zapier)
- B2B Medical Device Marketing
- Integrated Digital Campaigns (Email, Social, Paid)
- Product Launch & Go-to-Market Strategy
- Sales Enablement
- SEO & Keyword Strategy
- Content Marketing & Strategy
- Marketing Analytics & KPI Reporting
- Webinar & Event Marketing Support
- WordPress & Content Management Systems

PROFESSIONAL DEVELOPMENT

DesignLab UX Academy Foundations

UX Proficiency Program | May 2023-July 2023

DesignLab UX Academy

UX Portfolio Builder | August 2023-August 2024

Microsoft Business Analyst Certification

Coursera | In Progress