

# Natalie JH Brown

100 University Ave, Provo, UT 84602  
(209) 324-3205 nataliejhbrown@gmail.com



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## Brigham Young University

Provo, UT *Bachelor of Arts: Public Relations Emphasis in Apr 2020*

## LDS Business College

- GPA 3.86/4.00

Salt Lake City, UT *Associate in Applied Science in Dec 2015*

*Certificate of Professional Sales in Dec 2015*



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## Derivita

*Marketing and Sales Specialist*

Sandy, UT

Aug 2018 – Present

- Assisted in PR Launch through writing, conducting interviews, and creating story boards for videos
- Conducted in depth research on company's background and created a successful marketing strategy
- Created deliverables such as ads, numerous flyers, mass emails, company emails, and wrote content for website.

## America's Best Contacts and Eyeglasses

*Optician and Sales Lead*

Orem, UT

Apr 2018 – Jul 2018

- Restored trust with the Spanish speaking clientele by implementing new strategies to reach diverse demographics
- Recognized by company for having highest in sale add-ons

## AMP Smart

*Customer Service Agent*

Provo, UT

Oct 2017- Nov 2017

- Consulted with management to improve perceived image of the company
- Several recommendations were implemented
- Applied varied tactics and strategies in communicating with upset clientele

## 5 Star Resorts Plus

*Sales Representative and Customer Service Manager*

Salt Lake City, UT

May 2014 – Jan 2016

- Addressed client complaints and formulated individual solutions improving the company's image
- Developed and maintained company's social media footprint
- Crafted and administered surveys to facilitate research and review customer satisfaction
- Led team in professional communication by developing relationships with clients
- Prepared and presented trainings to employees on customer service skills and problem solving



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## The Church of Jesus Christ of Latter-day Saints

*Volunteer Representative*

Oklahoma City

Jan 2016 – Aug 2017

- Worked 12 hour days serving and building relationships within the community to improve the Church's image
- Led a group of 5-8 volunteers, followed up on goals, created weekly progress reports and plans for improvement
- Led specialized trainings on goal setting, relationship and trust building, problem-solving and communication



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- Assisted and participated in LDSBC's marketing launch of social media campaigns for the college and it's events such as L2E Conference, National Pie Day, and Why Choose LDS Business College
  - Collaborated with committees analyzing and producing marketing and business plans for small and start-up companies
  - Contributed to the Utah Public Health Department's campaign for Seatbelt Safety, Seat Belts Save Lives
  - Consulted with K9 Pack's PR Director on media packages and presentations
  - Involved in BYU's PRSSA Chapter

## Interests:

Humanitarian Aid/Volunteer Opportunities in community and worldwide