

# NATHAN LAWSON

## CAREER SUMMARY

Excels in the last 15+ years implementing various creative concepts involving brand development and management, executing marketing strategies and identity evolution, through the use of creative and multimedia tools and departments in both office and remote settings.

## PROFESSIONAL PROFILE

- Experienced Creative and Brand Managerial Skills
- Developed Administrative and Market Strategy Platforms
- Enforced style guidelines, deadlines, and budgets for content teams
- Provided guidance, support, and direction to content marketing teams setting clear goals and objectives, assign tasks, and monitor performance.

**FAVORITE QUOTE:**

“I **THINK** with my **HANDS**”

Maya Lin  
Designer of the Vietnam Veterans Memorial

**EXPERIENCE**

Salvation Army  
Greensboro, NC  
11/2018 - Present  
(remote 2022-2023)

### Marketing & Public Relations

- Provide strategic development and implementation of the organization’s marketing and public relation strategies for both internal and external audiences
- Create campaign materials, digital, print, e-mail, etc. including but not limited to events, departments, or seasonal opportunities including a new \$10M campaign
- Launched multiple new events that have increased donations by \$200,000+ dollars yearly
- Create Marketing Plans for localized events and campaigns
- Managed public relations communication including local news affiliates and press releases
- Coordinate/Create development and implementation of print and digital marketing collateral
- Set goals, develop content/launches, and evaluate results to ensure organizational needs and objectives are met
- Monitored local KPIs to create and adjust funnels

Chris Cox Horsemanship  
04/2018 - 05/2018

### MultiMedia Consultant

- Developed successful content management and archiving structures that increased efficiency by 120%
- Review/assist filming/editing for productions of the television show Chris Cox Horsemanship
- Consulted on filming schedules
- Worked & developed ads along with revisions for social and website platforms

On The Edge Brands  
03/2011 - 08/2017

### Multimedia Manager

- Directed and managed all photography & videography assets for all companies and brands
- Successfully lead creative teams to develop unique content that included launching new products and shows which generated millions of new views with tens of thousands of new subscribers on multiple social channels
- Developed/lead strategic marketing campaigns for unique items through numerous departments
- Researched ROI and KPI along with other matrices related to content marketing activities

## EDUCATION

COLUMBIA INTERNATIONAL UNIVERSITY  
Columbia, SC  
B.S. in Communications / emphasis on Graphic Design

SAVANNAH COLLEGE OF ART AND DESIGN  
Savannah, GA  
Graduate Work in Graphic Design

## PROFICIENCIES



## ACTIVITIES

**DEVOTED**  
Husband  
Father of Four

Camping/Hiking  
**EXPLORER**

I Love **COFFEE**  
so much  
I have a  
Coffee Shop  
in the house

**GUIDE**  
Vintage Toy  
**Junkies!**

**MASTERS OF THE UNIVERSE**

www.nlawson.com