

Nate Reese

Design & Marketing

Work Experience

Pittsburgh Botanic Garden / Communications Manager

2021 - Current Pittsburgh, PA

- › Create social media content supporting horticulture and conservation, education, events, fundraising and visitor experience.
 - › Instagram (+200%) › Facebook (+40%)
- › Distribute 2 weekly email newsletters with membership updates, event announcements and recent garden news.
 - › Audience Growth (+160%)
- › Design and install signage for exhibitions, events and wayfinding.
- › Update website content, blogs and upcoming events and optimize user experience.
- › Manage advertising campaigns with external media partners and create digital and print advertisements while maintaining marketing budget.
- › Develop paid search and retargeting campaigns with Google and Meta.

NAEMSE / Digital Marketing Coordinator

2019 - 2021 Pittsburgh, PA

- › Managed digital media including updating website content, membership records and instructor course registrations.
- › Distribute weekly email newsletter to association members.
- › Record weekly virtual webinars for nationwide network of EMS educators.
- › Create signage and advertisements for annual symposium and lead the production of a virtual EMS educators symposium in 2020.

Redfishbowl Studios / Graphic Designer & Gallery Associate

2020 - 2023 Pittsburgh, PA

- › Created exhibition graphics and event maps for Pittsburgh Taco Festival and Lawrenceville Art Crawl.

Contact

naytrece.com

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[717] 816 - 3225

Skills

Database & CMS

- › WordPress
- › Blackbaud Altru
- › YourMembership

Design & Copywriting

Adobe Creative Suite: Photoshop, Lightroom, Illustrator, Premiere, InDesign, After Effects.

Design for advertising, photography experience includes nature and event photography, plus content creation for social media.

Copywriting for several applications including social media, email marketing, presentations and reporting, blogs and event print materials.

Education

BFA Graphic Design

[2019] Ohio University
Athens, OH

Exhibitions

Main Character

[2022] Studio 4
Pittsburgh, PA

Monochrome

[2021] Redfishbowl Studios
Pittsburgh, PA

Splendor

[2020] Thoughtrobbers Gallery,
Pittsburgh, PA

OFF THE GRID

[2019] Dairy Barn Arts Center
Athens, OH