

# NATALIE LOPEZ

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## EDUCATION

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**UNIVERSITY OF SOUTHERN CALIFORNIA** EXPECTED MAY 2027  
MASTER OF ARTS IN PUBLIC RELATIONS AND ADVERTISING

**CALIFORNIA STATE UNIVERSITY, FULLERTON**  
BACHELOR OF ARTS IN COMMUNICATIONS, EMPHASIS IN PUBLIC RELATIONS  
MINOR IN BUSINESS MARKETING

- Awards/Honors: Dean's List, Abrego Future Scholar

## EXPERIENCE

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**PARTNERSHIPS SALES ASSOCIATE** APRIL 2026 - PRESENT  
P1440

- Prospect and build a pipeline of lifestyle and brand partners aligned with P1440's audience
- Drive partnership strategy by analyzing brand fit, audience alignment, and activation potential
- Develop pitches and execute outreach to secure brand partnerships and sponsorships

**PODCAST GROWTH AND OUTREACH LEAD** SEP 2025 - PRESENT  
USC CENTER FOR PUBLIC RELATIONS

- Lead podcast growth and outreach to expand audience reach and industry engagement
- Coordinate guest outreach and partnerships with communications professionals and alumni
- Support episode planning, messaging, and promotion to strengthen podcast visibility

**COMMUNICATIONS STRATEGIST** OCT 2023 - PRESENT  
PROJECT RESTORE

- Produced and launched the Los Angeles City Hall digital walking tour on Bloomberg Connects, managing a five-person team through content development, storytelling, and execution
- Supported communications planning for the Los Angeles City Hall 100th Anniversary campaign through proposal writing, messaging development, and press materials
- Draft proposals, press releases, and organizational communications to support public outreach and institutional visibility

**FOUNDER & CREATIVE DIRECTOR** APRIL 2021 - PRESENT  
SIMPLE STONES JEWELRY

- Founded and scaled a direct-to-consumer jewelry brand and retail studio, leading brand strategy, marketing, and customer experience across digital and in-person channels
- Planned and executed pop-up events and in-store activations with audiences of up to 350 attendees, managing event operations, merchandising, and guest experience
- Managed all digital platforms including Instagram, TikTok, Shopify, and email marketing to drive brand awareness, audience growth, and product launches
- Analyzed sales, customer insights, and campaign performance data to inform marketing strategy and content planning

**LEAD OPERATIONS SPECIALIST** APRIL 2017 - FEB 2021  
CHASE BANK

- Managed daily branch operations while serving as a primary point of contact for client relations and service resolution
- Maintained "Gold" OSAT customer satisfaction rating through relationship building, communication, and high-touch customer service
- Analyzed operational reports and implemented process improvements to enhance team efficiency and customer experience

## LEADERSHIP & PROFESSIONAL DEVELOPMENT

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**PARTNERSHIPS COMMITTEE MEMBER** APRIL 2026 - PRESENT  
WISE LA (WOMEN IN SPORTS & EVENTS)

- Support partnership outreach and relationship building with brands in the sports and events space

**EMERGING LEADER** APRIL 2023  
DISTINGUISHED WOMAN OF THE 56TH AD

- Recognized for entrepreneurial leadership and community impact as the founder of Simple Stones Jewelry, a Latina-owned brand focused on creativity, personalization, and empowerment

## SKILLS

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**TECHNICAL:** Qualtrics, Orange Data Mining, Artificial Intelligence Prompting, Synthetic Audience Creation, Claude, Creative Cloud, Canva, Perplexity, Microsoft Office, Monday,

**MARKETING & COMMUNICATION:** Audience Insight, Data Literacy, Creative Brief, Branding & Storytelling, Campaign Development