



Natalie Novak

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Education

| Drake University | Des Moines, Iowa | Bachelor of Arts in Journalism and Mass Communication |
| Majors: Digital Media Production and Public Relations |

Relevant Experience

Videography Intern | de Novo Marketing Agency | September 2023 - May 2024

- Edited promotional videos for client use and agency use on more than 10 different projects.
- Assisted with more than 20 commercial video shoots in setting up and tearing down equipment, capturing B-roll footage, and operating cameras, microphones, lights, teleprompters, etc.
- Developed and aided in production of a podcast for the agency to promote and expand their services to hundreds of current clients, and potential clients. .
- Designed a prop inventory and lead organization efforts in the prop closet.
- Completed other administrative and organizational tasks as needed.

Vice President | Drake Broadcasting System | February 2022 – May 2023

- Screened all videos submitted to the organization for publication and provided feedback to improve the quality of content put out.
- Lead workshops and provided resources to promote learning for incoming members.
- Produced content, pitches content ideas for video packages and assists other producers.
- Sent out a weekly newsletter to 80 members and facilitated any kind of administrative internal communication.

Promotional Intern | Des Moines Radio Group | June 2022- August 2022

- Developed a 40 page PR campaign for the group to increase brand identity and awareness.
- Acted as a technician for remote shows.
- Represented the radio group at various public events, being a friendly face to engage with listeners.

Executive Producer | Drake Relays Broadcast | February 2022 - May 2022

- Coordinated and directed the overall production of three live shows.
- Hired, trained, and managed a team of 20 producers.
- Delegated assignments to each line producer, led brainstorm sessions, provided support as needed.

Media Intern | KWWL News | June 2021 - August 2021

- Wrote and programmed portions of ten live news broadcasts using iNews, as well as two web stories, for an audience of more than 50,000 viewers.
- Assisted Multi Media Journalists with more than 20 live broadcasts capturing B roll.
- Provided weekly status reports for the News Director regarding the Olympic Zone Special.
- Wrote and researched over 100 trivia facts for the Olympic Zone Special, and more than 100 "Vax Facts" for a segment about Covid.

Extracurriculars & Engagement

- Media Now Conference (2022)
- Editor's Representative | Board of Student Communications (August 2022 – May 2023)
- IRTS Multicultural Career Workshop (2021)
- Radio Host for "The Dog" (2021 – 2022)