

# Natalia Duarte

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## EXPERIENCE

**06/13-Present**                      **Diaz Law Firm, PC**    Marketing Director  
**Dallas, Texas**

- Responsible for developing and managing annual marketing plan and firm's budget
- Plans, coordinates, and implements the firm's and individual attorney's activities with respect to marketing, business development, public relations, and client services
- Supports and facilitates development, implementation, and tracking of marketing efforts
- Processing and monitoring invoices related to marketing and business development budget
- Primary liaison between firm and partners including advertising/production agencies, churches, non-profit organizations among others
- Plan and oversee marketing efforts including print, media, online, events and direct mail making sure these meet Texas State Bar guidelines
- Establish and maintain relationships with key clients and strategic partners for future business development opportunities and activities
- Maintain firm's client database prepare performance reports to be presented to management and agency partners
- Create and manage website content, blogs and social media channels

**11/12-06/13**                      **Lopez Negrete Communications**    Account Executive- Bank of America/Verizon  
**Houston, TX**

- Project manager lead for banking center marketing channels (Collateral, POS) with client and partner agencies in all stages of execution
- Supervise transcreation activity for all banking center marketing collateral
- Lead briefing executive with creative department
- Estimate generation, monitor budget and billing for client

**02/10-05/12**                      **Center for Civic Engagement (UTEP)**    Student Assistant  
**El Paso, Texas**

- Coordinate volunteer service training sessions of over 200 students and staff members per semester
- Gather necessary information for print/online advertising materials and events while tracking expenses
- Coordinate marketing activities along with university regulations, creative team and non-profit organizations
- Prepare purchase orders to suppliers and vendors

**06/11-08/11**                      **Telemundo 40** Sales Intern  
**McAllen, Texas**

- Collect data on viewer's demographics, habits and preferences to identify potential markets
- Prepare reports and presentations illustrating data graphically and translating findings into text
- Analyze competitor's sales, prices and methods of marketing and create cost benchmark reports
- Create sales proposals and meet with prospective clients
- Involved in television station's production and news areas

## **SKILLS**

- Bilingual and bicultural: Proficient in Spanish and English (Spanish as native language)
- Ability to prioritize deliverables, multitask, learn quickly and work under pressure
- Strong attention to detail and excellent organization and time management skills
- Work as a team member and have the ability to look at challenges as opportunities
- Passionate and highly reliable
- Ability to work well with members of all levels of organization
- Voice-over talent
- Computer: MS Office, Outlook, Macintosh. Familiar with Scarborough Research, Nielsen Research

## **EDUCATION**

**05/2012**                              **Bachelor's Degree in Marketing and Management**

University of Texas at El Paso

## **AFFILIATIONS**

**02/11-05/12**                      **American Marketing Association UTEP Chapter** Executive Vice President  
**El Paso, Texas**

- Coordinate activities of all executive board officers
- Represent organization at official functions
- Utilize networking as a tool to create collaborative relationships to accomplish the El Paso/Juarez Community and AMA's goals