Natalie Meldon

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EDUCATION

ANTICIPATED **December 2027**

Miami University - *Oxford, Ohio*
Major: Strategic Communication
Minor: Communication Design *OVERALL GPA: 3.8*

- Dean's List, Just Duet A cappella Member, Alpha Delta Pi Member

WORK EXPERIENCE

Director of Digital Marketing and Content Creation **March 2025 | Present**
Miami University Women's Basketball

- Lead the digital presence for Miami University Women's Basketball across Instagram, TikTok, X, and Facebook, overseeing content strategy, planning, creation, and publishing.
- Create professional photography and videography for games, practices, recruiting, community events, and behind-the-scenes content.
- Design branded graphics and digital assets using Adobe Photoshop, Illustrator, and Canva for game days, recruiting, promotions, announcements, and special events.
- Manage real-time social media coverage during games and events, creating and publishing content on tight deadlines.

Social Media Coordinator **January 2026 | Present**
Miami University Football

- Create and manage content across Instagram, TikTok, X, and Facebook to promote the program, players, games, and team culture.
- Provide live social coverage during games, practices, recruiting events, and team activities.
- Collaborate with coaches, staff, and student-athletes to develop creative concepts and capture authentic behind-the-scenes content.
- Monitor social media trends and platform updates to identify opportunities for timely and engaging content.

Social Media Intern **August 2024 | Present**
Miami University Athletics

- Create, manage, and publish content across Miami University Athletics' Instagram and TikTok accounts as part of the department's overall digital strategy.
- Produce photography, videography, graphics, and short-form video content for 10+ Miami University athletic programs.
- Collaborate with student-athletes, coaches, officials, and athletic staff during practices, competitions, and special events to capture engaging content.
- Assist with live event coverage and real-time content creation while working under tight deadlines.

Business Owner **2023 | Present**
Natm.media

- Operate an independent digital media business providing photography, videography, and day-of content creation for weddings, sporting events, and other live events.
- Work directly with clients to develop content strategies and deliverables that align with their goals.
- Manage projects from initial client communication and planning through editing, delivery, and follow-up.
- Build and maintain client relationships while managing scheduling, pricing, expectations, and deadlines.
- Develop branded visual content for both personal brands and organizations.

Photographer **August 2026 | Present**
Oxford Pub - Oxford, Ohio
- Capture professional photography of bar events, guests, nightlife experiences, and special events in fast-paced, low-light environments.
- Edit and deliver high-quality images optimized for social media, digital marketing, and promotional use.

Content Creator **November 2025 | Present**
She Shoots Media
- Produce high-quality photo and video content tailored to the brand voice, increasing audience engagement across social media platforms.
- Stay current with social media trends and platform updates to produce timely and relevant content.
- Plan and maintain content calendars to ensure consistent publishing and align digital content with team priorities.

Content Editor **January 2025 | 2026**
Building Speed
- Created, edited, and organized digital content for Building Speed's social media platforms.
- Edited written and visual content to ensure accuracy, consistency, and alignment with brand standards.
- Assisted with content strategy and identified opportunities to improve engagement across digital platforms.

Social Media Manager/ Personal Assistant **2022 | 2026**
Northfork Farm Weddings - Oswego, IL
- Managed social media accounts across Instagram, Facebook, and TikTok, including content planning, creation, editing, and publishing.
- Captured and edited photography and video content to showcase the venue and create engaging social media campaigns.
- Collaborated with wedding guests, planners, vendors, and property owners to coordinate content and capture key event moments.
- Assisted with client communication, email correspondence, scheduling, and inquiries from clients.

RELEVANT EVENT EXPERIENCE
- **2025:** Shadowed the **Buffalo Sabres**' digital marketing, social media, events, and marketing teams to gain insight into professional sports digital operations and content strategy.
- **2025:** Covered **March Madness**, contributing to photography, videography, and social media content surrounding Miami University Women's Basketball's NCAA Tournament appearance.
- **2025:** Provided photography and digital content for the **Miami University Fashion Show**.
- **2025:** Covered **MAC Media Day**, capturing photography, video, and social media content.
- **2025:** Covered the **Arizona Bowl**, producing photography, videography, and social media content for Miami University Football.
- **2025–2026:** Covered **MAC Women's & Men's Basketball Championships**, creating photography, video, graphics, and real-time social media content.
- **2025–2026:** Covered the **MAC Football Championships**, producing photography, videography, graphics, and live social media coverage.
- **2025–2026:** Provided photography and content coverage for **US Club Soccer Tournaments**, capturing and editing high-volume event photography for athletes and teams.