**Natalija Popovic**

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**OBJECTIVE**

Seeking a position in marketing and public relations field that showcases skills gained through education, internship experiences and being a D1 student-athlete.

**EDUCATION**

**MARQUETTE UNIVERSITY Milwaukee, WI**

**Master of Communications, Digital Communication Strategies** GPA: 4.00/4.00 **May 2022**

**MARQUETTE UNIVERSITY Milwaukee, WI**

**Bachelor of Arts Degree in Public Relations** GPA: 3.85(6)/4.00**May 2021**

**Minors**: Advertising and Marketing

* Athletic Blue & Gold Fund (Athletic Scholarship)
* Dean’s List recipient 8x, 8x Big East All-Academic Team

**WORK EXPERIENCE**

**Office of Marketing and Communications Milwaukee, WI**

***Marketing and Communications Intern*  *August 2021 – December 2021***

* Wrote ten news releases and four feature stories while conducting interviews
* Edited posts for announcing news and event on school’s website
* Operated social media accounts and the website
* Collaborated with staff on new ideas, directions, and venues for marketing and communications

**InitializeAi**

**Nufacet Interiors New York, NY**

***Public Relations Intern*  *June 2021 – August 2021***

* Created Media Kits for the company using Adobe InDesign
* Researched podcasts, blogs, and magazines for potential articles
* Worked on several RFP responses

**Marquette Athletics Communication Department Milwaukee, WI**

***Communication Intern July 2020 – September 2020***

* Assisted staff with tracking, formatting, archiving and updating documents remotely due to COVID-19 using Microsoft Word and Excel
* Collaborated with staff on new ideas, directions, and venues for marketing and communications
* Reached out to student-athletes and coaches about information for social media campaigns using communication and organizational skills
* Developed social media campaign for fall 2020 and worked on developing the website using my creative and writing skills

**Professional Division 1 Soccer Team Mladost Lucani, Serbia**

***Marketing and Communication Intern June 2018 – September 2018***

* Assisted staff and promoting games on Instagram and Facebook using Adobe to create content
* Maintained and updating club’s social media sites, primarily Instagram and scheduling Facebook updates
* Worked with media when scheduling interviews with coaches and players
* Assisted public relations team in creating press releases and responded to media inquiries

**LEADERSHIP & ACTIVITIES**

**NCAA DIVISION 1 TENNIS TEAM,** Marquette University **Milwaukee, WI *September 2017-present***

***Captain***  ***August 2020 – present***

Dedicated scholarship athlete successfully maintaining a rigorous balance between academics and athletics

**STUDENT ATHLETE ADVISORY COMMITTEE Milwaukee, WI**

***Representative*   *May 2020– present***

* Foster community outreach and career development opportunities outside of athletic events for student-athletes
* Participated in committee initiatives that benefited the Marquette community and promoted teamwork and unity

**SKILLS & ACCOMPLISHMENTS**

* ***Skills***: Excel, Word, Power Point, Adobe Programs, Completed Star 1 Leadership Program, Google Analytics Certificate
* ***Honors***: All Big-East Conference First-Team Honoree, Big-East Freshman of The Year, All- Academic team x4
* ***Languages***: English, Croatian, Serbian, Bosnian and Montenegrin