

NATALIE LIMM

GRAPHIC DESIGNER • HARRISBURG, PA

WHO I AM

Detail-oriented graphic designer and marketing professional with over 10 years of experience in associations, seeking to streamline career aspirations. Passionate about crafting visually compelling projects with a strong focus on consistency and design excellence. Skilled in seamlessly bridging print and digital formats, with a proven ability to execute timely and efficient updates across all mediums.

EXPERIENCE

National Frozen and Refrigerated Foods Association, Inc. • Harrisburg, PA

Senior Manager of Marketing • October 2023 - Present

Senior Manager of Member Communications • November 2022 - October 2023

Manager of Member Communications • November 2020 - November 2022

Member Communications Coordinator • April 2014 - November 2020

- Oversee the association's graphic design for all print and digital materials, including but not limited to creating annual reports, membership brochures, promotional event brochures and publications, flyers, mailers, social and website graphics, mobile app, on-site event signage (large and small format) and materials (badges, keycard holders, banquet programs, etc.), print and digital trade press advertisements, Powerpoints, infographics, etc.
- Create templates/graphics for and manage sending emails through MailChimp.
- Design new logos and manipulate its elements for use on name tags, promotional items (pens, padfolios, water bottles, etc.), awards, etc.
- Organize and convert member assets such as logos into various formats.
- Prepare files properly for print production and gather assets for partners.
- Update outdated forms to become fillable and consistent with branding.
- Track advertising inquiries and files for NFRA's digital/print opportunities.
- Manage/update content on NFRAweb.org, NFRAConvention.org, and NFRAExecutiveConference.org using WordPress, as well as NFRA's event mobile app and MemberSuite Portal/Community platform. Update member database, pull reports, and process registrations as needed. Oversee redesign of current association website. Create surveys in SurveyMonkey.
- Organize content/audio files with outside vendor for publishing podcasts.
- Assist with additional proofreading, strategy, and content development of a variety of marketing projects on an as-needed basis, including the Registered Dietitian program and Easy Home Meals consumer brand under the direction of the Senior Director of Marketing.
- Annual Convention: Ensure on-site signage, promotional materials, banquet/reception programs, etc. are displayed efficiently. Work with photographer to capture meaningful moments for future promotional materials. Assist with registration desk/attendee check-in, A/V, and overall event setup/cleanup.

Target • York, PA

Guest Service Attendant • November 2006 - November 2015

- Acted as front end manager to open and close all registers at store opening/closing by collecting all cash, checks, coupons, and sales audit slips.
- Oversaw cashiers, Guest Service area, restrooms, Food Avenue, Starbucks, and carts by managing team members, assisting them with problems, assigning tasks during downtime, and collecting sales floor items, hangers, carts, and shopping baskets to ensure efficient guest flow throughout checklane area.
- Collaborated with Leader on Duty to complete specifically assigned tasks, such as setting sales planners and organizing checklanes.
- Handled guest comments/questions while producing quick, positive solutions. Used best judgment in for price adjustments and returns or exchanges.



CONTACT

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EDUCATION

Cabrini University
Radnor, PA

Bachelor of Science in
Marketing, May 2013

Marketing Major with
Advertising Concentration

Dean's List

Member of Sigma Beta Delta

SKILLS

Expertise in Adobe InDesign,
Acrobat, Microsoft Word,
Powerpoint, Outlook

Proficient in Canva, WordPress,
Google Workspace, MailChimp

Advanced knowledge of
Adobe Photoshop, Illustrator,
Microsoft Excel

COMMUNITY INVOLVEMENT

Sports Car Club of America
(SCCA), Susquehanna Region

- Board of Directors, Secretary
July 2024 - Present
- Volunteering, event setup/
cleanup, various graphic
design projects
September 2020 - Present

FREELANCE EXPERIENCE

- Ongoing graphic design work on a project-by-project basis, including:
Save the dates, wedding, bridal & baby shower, birthday invitations, announcements, logos, flyers, resumes, party signage, posters, business cards, etc.
- Minor photo manipulation projects
- Natalie Bee Designs
Etsy Shop
April 2015 - January 2023

INTERESTS

- Grassroots motorsports racing including autocross and rallycross
- Baking and decorating baked goods
- Home improvement projects

EXPERIENCE CONTINUED

Brinjac Engineering • Harrisburg, PA

Marketing Assistant • August 2013 - March 2014

- Maintained and updated company master resumes, project profile sheets, and other marketing and advertising materials.
- Assisted with proposal submissions by creating experience/project sheets and resumes following specific guidelines. Organized files and merged them as one final document for submission. Printed and bound submissions, ensuring correct formatting and shipment information.
- Assisted with additional office and marketing duties as needed.

KMJ Consulting, Inc. • Ardmore, PA

Administrative/Marketing Assistant • February 2013 - May 2013 (Spring Semester)

- Collaborated with management to accomplish various administrative tasks including researching, filing, organizing, and improving office space orderliness.
- Gathered and formatted materials such as resumes and project profiles for proposal submissions. Proofread, edited, and created new assignments, including Excel spreadsheets to add and maintain company information.
- Aided with proposal leads tracking for potential new projects and updated company website via WordPress. Utilized attention to detail and design skills to create polished final projects and documents.

Cabrini University • Radnor, PA

Health Services Assistant • October 2009 - May 2013

- Assisted college health services department with daily tasks such as filing patient folders, answering the phone, designing and distributing event/awareness flyers, creating visually appealing bulletin boards, decorating for events, copying and assisting with creation of tracking documents,
- Recruited individuals to participate in campus events or surveys.

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