



NATALIE BYCRAFT

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EDUCATION

Ferris State University (FSU) | Big Rapids, Michigan | August 2012—May 2016

Bachelor of Science in Business, majoring in Public Relations and minoring in International Business.

John Cabot University | Rome, Italy | June 2016—August 2016

Study abroad program through the FSU International Office, during which I studied marketing and art.

EXPERIENCE

Communications Specialist, Services Group of America (SGA) | September 2016—September 2019

- Wrote copy for and proofread all flyers, print newsletters, company websites, sales collateral, articles, email newsletters, associate bios, text for videos, and company-wide emails.
- Conducted interviews in order to write articles for the online and print newsletter, which is distributed to more than 3,500 people, as well as edited, proofread, and oversaw design and preparations for printing.
- Planned SGA's most successful can drive event, during which we collected 4,497 items for St. Mary's Food Bank.
- Played pivotal role in creating the first SGA style guide document to explain the voice, style, and grammatical preferences of the company.
- Became the go-to expert for providing all logos, addendums, specimens, and descriptions for 10 company service marks and more than 30 product trademarks to a trademark attorney.
- Wrote and executed communications for internal circulation during the company's acquisition by US Foods, including writing articles, providing FAQ sheets, and discussing legal concerns.
- During the acquisition, I took on additional responsibilities: managing social media; updating companies' websites; compiling information about accounts, payments, and subscriptions; training others on performing my job responsibilities; and preparing documents that will help others after the layoff.

News Services Assistant, FSU Advancement & Marketing | August 2014—May 2016

- Wrote press releases for the university website, which were distributed to the local newspaper.
- Appeared as an on-camera personality for the Ferris Lowdown video series (on YouTube).
- Edited and proofread press releases and the Ferris Magazine.
- Conducted interviews of Ferris State faculty, staff, and students.

INVOLVEMENT

Member of Ferris State's chapter of the *Public Relations Student Society of America (PRSSA)* | September 2012—May 2016

- Built client relations skills by providing *pro bono* public relations work to local businesses.
- Wrote press releases, pitched them to newspapers, and wrote feature articles for a client's blog.
- Planned two agency tour events for 30 members each and delegated tasks among a small team.
- Managed all social media platforms for one year.

SKILLS

Direct and feature-style writing, editing, proofreading, copywriting, strong written and verbal communication skills, conducting interviews, event planning, social media management, public speaking, photo editing basics, and video editing basics.