

Natalie Budnyk

New York, New York
nataliebudnyk@gmail.com

Branding Expert
Content Creator
Visual Artist
nataliebudnyk.com

DIRECTOR OF SPECIAL PROJECTS

RPM Agency 2018 - Present (ongoing freelance)

This title was created specifically for Natalie because she is uniquely qualified for high level execution in multiple roles.

NOTABLE PROJECTS INCLUDE:

Creative Director/Client Director of three seasons of *The Christmas Spectacular Starring The Rockettes*

Client Director of *Derren Brown: Secret* (2019), *Sing Street The Musical* (2019)

Client Manager of *Moulin Rouge! The Musical* 2022 Broadway and Tour

Brand Manager of *Hamilton* 2021 and 2022 North American tour and 2021 North American rebrand of "City Cruises"

Pitch Coordinator for new business acquisitions

Social Media Manager of Tony-winning plays *Burn This* and *Network*

SENIOR ACCOUNT EXECUTIVE | SENIOR PROJECT MANAGER

SpotCo 2014-2018

Clients included Tony Award Winning productions of *Hello, Dolly!*, *A Doll's House, Part 2*, *Carousel*, and *Fun Home*

Senior Project Manager - Managed bicoastal L.A. (BLT Communications) and N.Y.C. (SpotCo) branding teams to create and traffic digital, OOH, broadcast, print and promotional assets for prestige Broadway shows

Senior Account Executive - Managed creation and trafficking of marketing assets for brand launches, award season campaigns, and brand evolutions of Broadway shows

ANIMATOR & ILLUSTRATOR

Concord Theatricals 2020 - 2022

Illustrated and animated a suite of 50 original gif stickers for Rodgers & Hammerstein's Instagram stories: <https://giphy.com/rodgersandhammerstein>

MARKETING STRATEGIST & TICKETING CONSULTANT

Moment Factory 2018

Lead the launch of a ticketed multimedia projection mapping project—approving media plans, overseeing box office setup, and developing ticketing process

ILLUSTRATOR

Viacom 2016

Credits: Desus and Mero Hit Up Marvel, Episode 2.8 | Desus and Mero Try and Catch 'Em All, Episode 2.14

Illustrated original characters for MTV's "Uncommon Sense with Charlamagne"

SKILLS Photoshop, After Effects, Adobe Illustrator, Lightroom, Procreate, InDesign, Facebook Business Manager, Keynote, TikTok, Twitch, Giphy, YouTube Studio, Slack, Hey Orca, Monday, Basecamp, Google Docs / Sheets / Pages

EDUCATION BA in English - **Fordham University** | Motion Graphics Intensive Program - **Pratt Institute**