

A results-oriented advertising professional with more than 25 years experience helping organizations define and develop strategies to meet their marketing goals. Skilled in creating effective sales and marketing tools, project management, and team building.

## Skills:

- Project and personnel management
- Creative strategy
  - Copywriting
  - Editorial writing
  - Scriptwriting
  - Ghostwriting
- Graphic design
- Web and new media design
- Broadcast production
- Public relations
- Social media planning / management
  - Event planning
  - Media planning

## Education:

University of South Carolina  
B.A., Journalism  
Columbia, South Carolina

## References:

Available upon request

## Contact:

803.530.3795  
120 Pine Point Drive  
Lexington, SC 29072  
natkinson1@sc.rr.com  
www.atkinsoncreative.com

## Experience:

### Independent Marketing Consultant May 2004 – present

Currently consulting with clients in industries, including healthcare, hospitality, nonprofit, banking, churches, and entrepreneurs.

Responsible for comprehensive communications planning and execution, including budget creation, strategic planning, public relations, media buying, creative direction, and development of marketing materials to reach clients' individual marketing goals.

Responsible for creating successful positioning and brand awareness for all clients, as well as building and maintaining strong relationships with their customers through new media.

**Results:** Successfully launched a startup bank, now in its fourth year, with the development of a new brand identity and marketing strategy that has enabled the bank to exceed its financial goals.

### Current clients:

- BankMeridian, Columbia, SC
- Welvista, Inc.
- SouperBowl of Caring, Columbia, SC
- Riverland Hills Baptist Church, Columbia, SC
- Urban Home Magazine,  
Charlotte, NC and Austin, TX

### Creative Director / Senior Copywriter Adams Group, Columbia SC September 1996 – May 2004

Directed a newly developed healthcare team to produce breakthrough creative that helped healthcare clients across the southeast reach their desired position in the market.

Provided creative concepts, copy, strategy and creative direction for multi-media campaigns serving the agency's largest clients in the health-care, software, banking, hospitality, and insurance industries.

Responsible for writing and production of all broadcast media for the agency's clients.

Developed and presented successful marketing plans for new business pitches to increase the agency's client base.

Received numerous InShow, Wallie, and Addy awards for creative direction, copywriting and broadcast production.

**Results:** During my years at the agency, our success with healthcare clients received regional attention. Healthcare clientele grew so much that the agency is now healthcare specific.

### Marketing Projects Manager The State Newspaper August 1983 – September 1996

Managed a team of graphic designers and marketing coordinators responsible for creating statewide multi-media promotional campaigns and events designed to increase circulation for South Carolina's largest daily newspaper.

Responsibilities included graphic design, copywriting, print production, art direction, creative supervision, project management, team building and personnel management.

Collaborated with editorial and advertising staff to create promotions and events that enhanced readership and drove advertising sales for the newspaper, as well as managing in-house communications for all departments of the newspaper.

Directed a team in the development of *The State's* customer obsession team, responsible for improving customer service company-wide.

Represented the newspaper on many community boards including The United Way of the Midlands, Cultural Council of Richland and Lexington Counties, The South Carolina Business Hall of Fame, Columbia City Ballet, and the Columbia Music Festival Association.

Garnered numerous awards from the American Advertising Federation of the Midlands and the International Newspaper Marketing Association for creative work.

### Results:

During my career with *The State*, statewide circulation reached a history-making 150,000 on Sunday, attributed in part to our success with multi-media campaigns and targeted regional promotions.