

Natalie Aquilia

✦ Making your message go further.

CREATIVE PRODUCER, CAMPAIGN MANAGER,
MEDIA & PR

CAREER PROFILE

Innovative Project Manager and Producer with 7+ years of experience in media, radio, marketing, and public relations (PR). Brings a unique background in integrated marketing, brand partnership development, and campaign management to deliver high-impact content across multiple platforms. Leverages an agile approach with battle-tested research, quality control, and cross-functional collaboration to produce high-quality, high-visibility assets while driving audience engagement and expanding market reach. Consistently optimizes workflows and executes successful campaigns, fostering brand growth and strengthening audience connections.

AREAS OF EXPERTISE

Media Production | Social Media Strategy | Project Management | Brand Partnership Development | Cross-Functional Team Leadership | Campaign Execution | Content Creation | Audience Engagement | Research & Analysis | Crisis Management | Event Production | Agile Workflow Management

PROFESSIONAL EXPERIENCE

PROJECT MANAGER AND PRODUCER, PPK | Tampa, Florida

December 2021–Present

Evolved project management practices for social media campaigns across local and national brand partnerships, consistently delivering creative and compelling media packages that balanced brand goals with audience preferences.

- Concepts, plans, and operationalizes dozens of multi-channel campaigns, prioritizing market, competitor research, and brand deep dives to ensure campaigns are correctly positioned.
- Leads cross-functional collaboration across creative, account, and production teams, balancing diverse expertise across creative and technical specialists to guarantee high-quality, on-brand content delivery.
- Optimizes project workflows by implementing structured task coordination and cross-team collaboration within an agile framework, cultivating an environment that quickly surfaces and executes the best idea.
- Produces high-impact Livestream Campaigns, aligning with brand messaging and audience engagement goals, managing every phase from creative development to execution.
- Manages team workflows and task delegation, reducing turnaround times while optimizing team bandwidth to meet tight deadlines across various projects, even in emergency/crisis scenarios.
- Maintains proactive communication across social and account teams, aligning priorities and ensuring clarity on deliverables, objectives, and deadlines.
- Generated sustained brand partnerships by prioritizing brand goals, providing proactive updates, facilitating feedback loops, and conducting post-campaign reviews to refine strategies.

BRAND MARKETING COORDINATOR, PR & EVENTS, Ashley Furniture | Tampa, Florida

April 2021–November 2021

Improved brand visibility by collaborating with marketing and communications teams to strengthen Share of Voice through events and integrated marketing strategies, positioning the portfolio of brands as market leaders.

- Coordinated cross-functional campaign strategies across Marketing, Creative, In-Store Activation, Experiential, and PR, ensuring seamless integration to amplify brand awareness and audience engagement.
- Developed and activated experiential integrated campaigns designed to elevate brand visibility, securing high engagement from target audiences.
- Directed full event lifecycles (Corporate Events, Grand Openings, National and Local Events) while overseeing public relations and brand marketing operations.

BRAND MARKETING COORDINATOR, PR & EVENTS, Ashley Furniture, continued

- Orchestrated and fostered brand partnerships, leading negotiations, designing pitches, and maintaining communication, including a sports partnership with Tampa Bay Lightning.
- Executed multi-channel campaigns, maintaining brand consistency across external communication touchpoints, ensuring accurate application of brand style guidelines and messaging objectives across multiple teams.
- Facilitated data-driven decision-making for the Ashley HomeStore brand by tracking, collecting, and analyzing market sentiment and earned media impressions in collaboration with Ashley Furniture Industries counterparts.
- Ensured successful events and optimized pricing through meticulous contract negotiation and vendor management, building a strong network of contractors.

PRODUCER AND ON-AIR PERSONALITY, AM Tampa Bay News | Tampa, Florida

January 2019–November 2021

Curated and delivered media content for news radio, enhancing multi-channel communications through cohesive assets and strategic brand partnerships.

- Created and scheduled sponsored social media advertising content, driving engagement across both local and national campaigns with high-level creativity and strategic content execution.
- Secured local and national endorsements and promotions, enhancing listener engagement with targeted content and leveraging crisis management skills to adapt content as needed during emergencies.
- Secured high-profile interviews for breaking news and local content, ensuring on-brand and timely delivery, converting content to podcasts and blogs for a broader reach.
- Managed guest booking, blog writing, and social media content creation, collaborating with both internal teams and external clients to meet tight deadlines and deliver quality productions under high pressure.
- Acted as a liaison between show hosts and partners, coordinating guest booking, blog content, social media, and internal sales team and client communications.

WEEKEND ON-AIR PERSONALITY, 93.3 WFLZ | Tampa, Florida

January 2019–March 2021

Amplified media reach and accessed new demographics by repurposing live radio content into multiple new communication channels while producing live coverage, contributing to pitches and strengthening audience engagement across platforms.

- Grew engagement on TikTok and other social media platforms with new creative concepts, content publication schedule, and rapid-response audience engagement, expanding the station's digital footprint and brand presence.
- Orchestrated the multi-channel distribution of content, repurposing live radio show material into podcasts and blogs, consistently increasing reach and audience loyalty.
- Hosted live radio shows, developing and delivering dynamic content that resonated with local listeners, creating connections across multiple platforms.
- Produced live event coverage and created media packages for distribution across social channels, ensuring reliable high-quality assets.

PRODUCER & BOARD OPERATOR, Kane Show 93.3 | Tampa, Florida

January 2018–January 2019

Facilitated smooth technical execution for live broadcasts while developing and executing content marketing strategies designed to enhance cumulative audience (cume).

- Managed audio engineering, coordinating live production and ensuring smooth streaming across multiple platforms, delivering high-quality broadcasts.
- Assisted in creating social media content for on-air programming, further extending audience engagement beyond traditional radio broadcasts.

TECHNOLOGY & SOFTWARE SKILLS

Digital Marketing | Project Management Tools (Asana, Trello) | Microsoft Office | Google Suite | Social Media Platforms (Facebook, Instagram, Twitter, Snapchat, TikTok) | Scheduling Platforms (Tweetdeck, HeyOrca, Later) | Public Speaking | Media Relations | Audio Production (NextGen, Adobe Audition) | Social Media Production

EDUCATION & CERTIFICATION

B.S., Bachelor of Science in Communications—University of Florida | Gainesville, FL (2017)