

# Natalie Crawford

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## EDUCATION

**Virginia Commonwealth University (VCU), Richmond VA**  
Bachelor of Science in Mass Communications, Public Relations

**December 2025**  
GPA: 4.00/4.00

## WORK EXPERIENCE

### **Maldonado and Associates Paralegal Services LLC**

**Remote**

Social Media/PR Intern

June 2024 – Present

- Monitor and draft posts for social media (e.g. Instagram, Twitter, LinkedIn, Facebook)
- Redesign, modernize, and update the company website to enhance visual appeal and user experience

### **The Commonwealth Times Newspaper**

**Richmond, VA**

Contributing Spectrum Writer

September 2024 – Present

- Contribute and collaborate with peers to develop engaging articles on Richmond arts and culture
- Conduct interviews with community members, capturing diverse perspectives

### **Vervece Charter**

**Sorrento, Campaigna, Italy**

Communications Intern

June 2025 – Present

- Develop and implement a social media strategy based on brand analysis and online reputation
- Create and manage digital content, including photography and video, for use across online channels

### **Tiramisu for Breakfast PR Agency**

**Richmond, VA**

Fall PR Intern

October – December 2024

- Designed social media graphics and created client content while supporting campaigns and events
- Took detailed meeting notes, maintained organized digital files, and communicated effectively with PR professionals

### **AA Communications**

**Richmond, VA**

East End Festival Social Media Support

September 2024

- Provided on-site social media content creation for a community event, ensuring real-time engagement
- Collaborated with event organizers to enhance social media presence and promote event activities

### **Bath & Body Works**

**Sterling, VA**

Seasonal Retail Sales Associate

December 2023 – January 2025

- Maintained store presentation to uphold brand standards, collaborating with team members to achieve sales targets and ensure customer satisfaction
- Ensured positive customer experience through attentive service and fostering customer engagement

## RELEVANT SKILLS

- Adobe Creative Suite
- Canva

## LEADERSHIP EXPERIENCE

### **Public Relations Student Society of America (PRSSA) at VCU**

**Richmond, VA**

President

September 2024 – Present

- Lead a team of students in planning and executing events to enhance professional development, networking opportunities, and industry insights for members

## HONORS & AWARDS

Virginia Commonwealth University Virginia Merit Scholarship

Fall 2022 – Present

Virginia Commonwealth University Dean's List

Awarded 6 Times