Natalie A Morrison

Experience

Senior Segment Marketing Specialist, Education - Yamaha Corporation of America

October 2023 - Present

- Collaborate with various teams to execute Yamaha's presence at key music education conferences that align with the department's goals through product inclusion, artist integration, sales goals, logistics management, and booth design
- Ensure the departments' budget aligns with Yamaha's priorities and high-impact areas
- Report on trends and insights throughout the music education community and note potential growth areas for Yamaha
- Enhance post-event reporting structure to focus on how Yamaha's presence and the activities the team associates with relate to the company's goals
- Manage relationships with key partner organizations that echo the Yamaha Way and segments of music education that align with the company's values

Brand Communications Strategist, Public Relations Strategist, Marketing Freelancer – D'Addario & Company

March 2018 - October 2023

- Write, pitch and analyze press releases and media coverage globally for new product launches and company initiatives, including the D'Addario Foundation, resulting in significant placements with the WSJ, Billboard, Rolling Stone, Newsday, and more
- Facilitate strategic support for executive leadership and executives for all press appearances in print and media outlets to advance the company's brand image and goals
- Spearheaded the creation of a Go to Market strategy for all campaign consumer-focused product launches that supported marketing and the business units for KPIs
- Produced a new workflow for social media content creation and scheduling resulting in a more effective and efficient process
- Foster relationships with all media and negotiate high-caliber brand partnerships and sponsorships as part of the media strategy
- Oversee company-wide diversity, equity, and inclusion initiatives, including a women-focused Employee Resource Group and a new company newsletter to help bring community to the global D'Addario workforce
- Manage budgets and invoicing for strategy & planning team marketing budget

Brand Strategist — Arts Ed Data Project

April 2022 - Present

- Develop the social media strategy for the Arts Ed Data Project, including the creation of Facebook, Instagram, and Twitter profiles
- Design and curate the branding and creative assets to highlight key state data and national report dashboards to increase arts and music education nationwide
- Built an audience from the ground-up on a local and national level through targeted ads resulting in a reach of 42,000 on Facebook and 28,000 on Twitter

Board Director — NAMM Young Professionals

June 2022 - Present

- 2022-2025 Board Director on NAMM Young Professionals (YP) Board of Directors, a network of industry professionals under 40
- Chair of the marketing committee who oversees strategies to increase organizational reach and awareness
- Facilitated a brand refresh and committee restructure that resulted in a deeper understanding of NAMM YP's mission through three pillars of focus

Podcast Host/ Co-Producer for ReVoicing the Future — Women of NAMM

March 2020 - Present

- Launched ReVoicing the Future, a Women of NAMM podcast dedicated to helping connect, support, and grow women in the music products industry through interviews of the industry's current and emerging female-identifying leaders
- Currently manage a team of volunteers to strategize, edit and promote all episodes of the monthly podcast
- Developed a promotion strategy for the NAMM Communications Team used to market the podcast

Education

Ithaca College
B.S. Integrated Marketing Communications
Music Minor

Skills

Public & Media Relations, Social Media Strategy, Project Management, Event Planning, Detail-Oriented, Advocacy, Organization, Logistics planning, Problem-solving

Tools

Muck Rack, Asana, Trello, Cision Adobe Creative Suite, Microsoft 365, Google Ads/Analytics, Zencastr, Meta Business Suite, Sprout Social, Wrike

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