

# Natalia Pfeffer

LEAD DESIGNER • Ashburn, Virginia • 571.259.2842 • [nataliapfeffer7@gmail.com](mailto:nataliapfeffer7@gmail.com) • [nataliapfeffer.com](http://nataliapfeffer.com)

Creative leader with 15 years of experience in developing and executing strategic visual communications. Skilled in creating impactful branding and marketing materials that align with organizational objectives. Proven ability to lead teams and collaborate effectively, ensuring consistency and creativity in all design initiatives.

## Areas of Expertise

### PROFESSIONAL SKILLS

Creative Direction • Data Visualization • Presentation Design • Project Management • Event Design and Branding • Social Media Branding • Critical Thinking • Brand Development • Digital Marketing • Direct to Consumer • Business to Business • eCommerce • Direct Marketing • Vendor Partnerships

### TECHNICAL SKILLS

Adobe Creative Suite • Canva • Sketch • MS Office • HTML • CSS • Image Manipulation

## Experience

LEAD DESIGNER | U.S. Travel Association | Washington D.C.

May 2022 – Present

Lead the overall creative vision and design strategy for the association, ensuring alignment with U.S. Travel's mission to advocate for the travel industry. Develops innovative and impactful visual solutions to amplify the association's messages and actions, positioning travel as essential to economic growth.

- Spearhead, create, and execute cohesive branding across all communication channels, including print, digital, and event materials. Maintain and evolve U.S. Travel's visual identity to consistently reflect the organization's advocacy for the industry at national, state, and local levels.
- Collaborate with executive leadership and cross-functional teams to develop visually compelling campaigns for key advocacy initiatives. Design communication materials that effectively promote the industry's opportunities and address its challenges, engaging stakeholders and members across diverse platforms.
- Oversee the design and branding for U.S. Travel's signature events. Create engaging visual assets, including event branding, stage backdrops, presentations, promotional materials, badges, signage, email, and social media content.
- Partner with event planners and marketing teams to ensure a seamless and visually appealing experience across all touchpoints.
- Design research reports, presentation decks and different resources that support the organization's efforts to engage members and influence policy change. Craft compelling data visualization presentations and infographics that simplify complex research, making key insights accessible to diverse audiences.
- Collaborate closely with internal departments, members, and external partners to produce visual content that advances U.S. Travel's advocacy goals. Act as a creative consultant for stakeholders, providing insights and design expertise to amplify their messaging and engagement strategies.

PROJECT MANAGER, GRAPHIC DESIGNER | PBS Distribution | Arlington, VA.

August 2014 – August 2020

Lead Creative Designer overseeing design solutions for a \$100M+ media business, focusing on eCommerce and Direct-to-Consumer (DTC) Subscription Video on Demand (SVOD) services on Amazon and Apple platforms. Directed the development of brand-consistent graphic designs and visual assets to ensure a cohesive look and feel across key business verticals, including digital, direct-to-consumer and educational media.

- Led ideation, design and execution of creative marketing materials for SVOD channels such as PBS Living and PBS Masterpiece, driving brand awareness and subscriber acquisition through compelling visual campaigns.

- Executed end-to-end marketing campaigns across web, banner ads, newsletters, print ads, product packaging, catalogs and digital media, ensuring creative aligned with marketing objectives and brand standards.
- Spearheaded the design, branding and performance marketing efforts for ShopPBS.org, a \$20M+ eCommerce platform, driving traffic, optimizing user engagement and increasing click-through rates (CTR).
- Partnered closely with consumer, educational and marketing teams to translate concepts into visually rich user experiences across digital, mobile, social, email, print and web platforms.
- Managed the creative asset library and ensured strict adherence to brand guidelines across all digital and print channels to maintain consistency and accuracy.
- Collaborated with clients to define vision and ensure project goals and deadlines were consistently met, delivering high-quality creative solutions that supported business objectives.

**WEB & GRAPHIC DESIGNER | FDLI | Washington, D.C.**

**November 2012 – August 2014**

Led art direction, brand messaging and design for all creative, including print advertising, web content, direct mail, book and magazine cover design, sales brochures, marketing collateral and exhibit displays.

- Led creative direction for Update Magazine, overseeing design for the magazine, website and social media platforms.
- Directed and designed overall print and web campaigns at the institute. Ensured consistent brand messaging in the design and execution of all print advertising, web content, direct mail, book and magazine cover design, sales brochures and marketing collateral and exhibit displays.
- Multi-tasked and project managed jobs with tight deadlines in a fast-paced environment. Sourced favorable cost price and great quality for marketing materials and FDLI products by establishing a network of reliable vendors and negotiating with them.
- Provided concept, graphics and design for development of the institute's website, as well as managed, maintained and updated the site as needed.
- Worked closely with the Director of Information Technology to publish all FDLI products and services from the back-office system (CRM) to the web portal.

**GRAPHIC DESIGN ASSOCIATE | NSBA | ALEXANDRIA, VA**

**August 2007 – November 2012**

Provided graphic design services from concept to completion for both print and web marketing projects to various departments within NSBA. Oversaw the placement of ads with internal and external publications and partnered with outside vendors to solicit bids and coordinate production of printed pieces and conference-related promotional materials.

- Guided the design process for both print and web marketing projects by offering multiple solutions in conceptual models, layout, theme and typography.
- Designed marketing & collateral materials for conferences, interactive ads, email templates, multimedia videos and social media outreach.
- Performed ad trafficking, including managing ads for internal and external publications; and completing contracts and insertion orders, re-sizing ads and checking in-house proofs.
- Managed promotional materials with outside vendors for the fall and spring conferences and meetings, as well as coordinated awards and plaques.
- Guided the design process for both print and web marketing projects by offering multiple solutions in conceptual models, layout, theme and typography.

## **Education**

**BACHELOR OF ARTS, ADVERTISING** | The Art Institute of Washington | Arlington, VA

**CERTIFICATE, WEB DESIGN & DEVELOPMENT** | NVCC | Fairfax, VA