
Natasha Losung
Digital Marketing Specialist

Versatile Digital Marketing Specialist, with additional experience in Social Media, Email Marketing and SEM. Skilled in establishing and maintaining professional relationships. Interested in creating cohesive brand experiences across print and digital touchpoints.

Further Education

Toronto School of Art
Toronto, ON

Painting 1 & 2

Education

CATC Design School
Gold Coast, Australia

Advanced Diploma of
Graphic Design

RMIT University
Melbourne, Australia

Advanced Diploma of Marketing

Additional Skills

Photography

Currently using a Fujifilm X100V,
familiar with all DSLR models

Photo Editing

Retouching, compressing and editing
in Lightroom, Premiere Pro and
Photoshop

Video Editing/Motion

Moderate skill in After Effects and
Premiere Pro

Social Media Management

Familiar with Hootsuite, Buffer, Data
Analytics

Email Marketing

Familiar with Klaviyo, Mailchimp

Contact

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References upon request

Experience

Digital Marketing Specialist/Graphic Designer Geneva Centre for Autism

Toronto, ON - January 23 - October 23

Built a social media strategy to increase brand awareness, and convert users over to our programs. ABA programs saw a 25% increase in admissions following a successful social media campaign, as well as a 200% growth on engagement yoy. Managed back-end web administration, liaising with external partners to ensure project targets were met.

Freelance Graphic Designer Grand Street Studio

New York, NY - January 23 - Present

Contribute designs on a freelance basis, working with high end clients in the hospitality, beauty and fashion space. Worked with the founder of the agency to design the launch of the agency's Social Media presence.

Freelance Graphic Designer/Radio Producer 4ZZZ Radio

Brisbane, Australia - January 23 - Present

Worked with the in-house team to develop successful campaigns for annual subscriber drives featured across social media, radio and web. Executed the design process from concept to completion, creating multiple iterations of ideas and visuals based on client feedback.

Digital Content Specialist Endeavour College of Natural Health

Brisbane, Australia - January 23 - Present

Optimized e-commerce website content and design, resulting in an 8.6% increase in profits and customer engagement, a 20% improvement in web traffic and a 15% reduction in shopping cart abandonment rate. Developed email marketing campaigns pushed through Klaviyo, with a 17% open rate.