

NATORIYA OWENS

B.S. Mass Communications

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EDUCATION

Tennessee State University

Bachelor of Science

Nashville, TN

May 2024

Major in Mass Communications - Media Leadership & Performance | Minor in Marketing

PROFESSIONAL EXPERIENCE

Chick-Fil-A

Front of House Trainer / Social Media Manager • July 2024 - Current

- Trained and coached new team members on customer service, POS operation, and front-of-house procedures to ensure consistent performance and guest satisfaction.
- Delivered exceptional service in a fast-paced environment while resolving guest concerns professionally and upholding Chick-fil-A's hospitality standards.
- Collaborated with leadership to maintain a positive team culture, streamline operations, and support daily shift readiness through effective communication and delegation.
- Maintained cleanliness, organization, and brand presentation standards to enhance the overall guest experience and operational efficiency.

Planet Fitness

Member Service Representative • September 2023 - March 2024

- Engage with members, prospective members, and guests to cultivate an inclusive environment; facilitated seamless onboarding process increasing new member sign-up.
- Employ effective communication strategies to address member inquiries promptly to improve member experience.
- Manage and replenish equipment and consumables stock to ensure availability for members.
- Maintain the physical organization and cleanliness of club to ensure comfortable conditions and accessibility for members.

Nike Employee Company Store

Sales Associate • June 2022 - January 2023

- Resolved customer product inquiries and orchestrated efficient checkouts to increase sales and customer retention.
- Promoted team morale and teamwork by engaging and assisting co-workers with work tasks in a positive manner.
- Restocked sales floor merchandise to ensure that products were always available for customer purchase.
- Ensured a clean and organized sales environment for improved navigation of foot traffic.

BL8K Creative Agency

Social Media Manager Intern • June 2022 - November 2022

- Managed 6 social media accounts for BL8K to maintain the brand's online presence and cohesion among platforms.
- Created engaging content about the latest fashion and celebrity news to connect with consumer base.
- Analyzed social media insights to create innovative marketing strategies to improve online interaction with consumers.
- Collaborated with 2 fellow interns to expand graphic design, brand strategy, and writing skills.

SKILLS & INTERESTS

Technical Skills: Scriptwriting, Filming, Audio & Video Editing, Copywriting, Digital Media, Social Media Platforms

Programs & Software Programs: Adobe Premiere Pro, Adobe Photoshop, Audacity, Canva, CapCut, Final Draft, Google Suites, iMovie, Mailchimp, Meta Business Suite, Microsoft Office Suite, Midjourney, Shopify, Wix

Additional Skills: Marketing Strategy, Development for Film/TV, Graphic Design, Content Writing, Kindle Direct Publishing

Hobbies & Interests: Acting, Creative Writing, Music, Singing, Photography, Media Content Consumption, Cosmetics, Fashion, Gaming, Reading, Sketching

ACTIVITIES & ACCOMPLISHMENTS

Organizations & Programs: Tennessee State University Radio, BSE TSU Mentorship Program - Cohort 1, EICOP HBCU IN LA | NY | ATL 2024 Finalist

Honor Societies: Phi Eta Sigma: National Honor Society, National Society of Leadership & Success, TSU Honors College

Accomplishments: Self-Published Author of *The Essence Of It All: The Guide That You Need to Explain the Meaning of Self-Confidence and How to Obtain It* and *Neo's Magical Device*.