

Natalie Ridgeway

Driving Brand Excellence & Creative Vision

Get in touch

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 nridgeway.com

Work Experience

Director, Creative & Digital Services / Wilmington University / 2022–Present

- Leader of seven-person in-house creative team, consisting of graphic and digital designers, copywriters/SEO content creators, videographer, photographer, and project coordinator.
- Facilitate team growth and development by fostering a collaborative environment with open communication, annual employee performance reviews and hiring needs.
- Partner closely with cross-functional teams to align traditional and digital creative solutions with strategic business goals and user needs.
- Translate marketing briefs and strategic initiatives into clear creative direction, ensuring final deliverables meet strategic business goals and user needs.
- Develop, articulate, and deliver creative concepts and strategies, overseeing their execution from inception to completion, while effectively communicating progress and outcomes to Executive leaders and cross-functional teams.
- Foster a collaborative and innovative environment within the in-house creative and marketing teams to support creative thinking and individual growth.
- Lead the transition of an office-based team to a fully remote setup while increasing productivity by 22%, by implementing process improvements and technology tools to create sustainable and scalable solution.

Assistant Director, Creative Services / Wilmington University / 2014–2022

- Maintained the University brand standards, trademarks, and licensing program.
- Established processes and workflows to enhance the efficiency and effectiveness of creative team and projects.
- Hired and directed all aspects of creative services, from project planning to implementation, including video, photography, digital, and graphic design.

Graphic Design Associate / Wilmington University / 2011–20214

- Created marketing materials that encompassed online and print advertising, extensive direct mail campaigns, academic program collateral, view books, and digital assets.

Graphic Designer / American Publis University System / 2008–2011

- Updated comprehensive marketing materials spanning online and print advertising. Developed academic program collateral, tradeshow and promotional materials.

Graphic Designer / Garbo Design House & Pulse Publishing / 2007–2008

- Served as the lead designer for a tourism publication, shaping its visual identity and delivering captivating designs to showcase local attractions and experiences, effectively engaging and informing visitors.

Education

MBA, Marketing Management / Wilmington University, Delaware

BFA, Graphic Design / Shepherd University, West Virginia

Honors/Awards

**Delaware ACE
Womens Network
(DAWN)**

Rising Star Award
2020

**AVA Communicator
Awards**

2019 / 2020

EduAD Awards

Gold 2019

Skills

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe XD

Large Format Printing

Digital Design

Print & Direct Mail

Tradeshow Design

Presentation Design

Asset Management

UX/UI Design

Mac/PC

Microsoft 365

Basic HTML

Word Press