

Natalie Gillum
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EDUCATION

American University | Washington, D.C. May 2026
B.A. Public Relations; minor in Business and Entertainment
Honors: Dean's List; GPA: 3.8

RELEVANT EXPERIENCE

Brand Marketing Intern | **SoundExchange** | Washington, DC Summer 2026

Community Engagement Specialist | **SOC3** | Washington, DC Spring 2026

- Supported public relations efforts for major events and exhibits, including those for Dolly Parton, Lainey Wilson, and Trisha Yearwood.
- Support SOC3's mission to advance civic engagement and social impact through strategic community outreach and relationship-building
- Collaborate directly with client Chai Pani Food Group to develop creative strategy and deliverables for the new Botiwalla by Chai Pani restaurant opening
- Contribute to campaign planning, messaging, and execution tailored to target audiences
- Build and maintain connections across students, schools, and professional partners to expand program reach
- Strengthen SOC3's campus presence through engagement initiatives and cross-campus collaboration

Public Relations Intern | **The Country Music Hall of Fame and Museum** | Nashville, TN Summer 2025

- Supported public relations efforts for major events and exhibits, including those for Dolly Parton, Lainey Wilson, and Trisha Yearwood.
- Compiled weekly press highlights, updated event listings, and monitored media coverage using tools like Muck Rack, Meltwater, Prospect 2, and TV Eyes
- Maintained and built media lists for artists and regions, facilitating media check-in and escorting journalists at on-site events.
- Wrote cutlines for event photography and managed monthly event listings for *Nashville Parent* magazine.

Comm Intern | **Recording Industry Association of America** | Washington, DC Spring 2025

- Craft and execute strategic messaging and social media campaigns to engage audiences and communicate key industry issues, within the music industry
- Plan and develop infographics, drafting social copy that conveys the organization's values and breaks down complex topics like copyright, intellectual property, and AI for U.S. policymakers.

CAMPUS INVOLVEMENT AND ADDITIONAL EXPERIENCE

- *Member* | Grammy U Spring 2025-Present
- *Standards Council Member* | Sigma Kappa Fall 2023-Present
- *Volunteer* | Frist Art Museum, Nashville TN Summer 2024-Present
- *Volunteer* | Potomac Riverkeeper Network Spring 2024
- *Volunteer* | Explore DC at American University Fall 2023 & 2024
- *Member* | Sigma Kappa Spring 2023-Present
- Rho Gamma, American University Panhellenic Spring 2022
- *Camp Counselor* | Franklin Road Academy, Nashville, TN Summers 2022, 2023, & 2024
- *Volunteer* | Joe Biden Presidential Campaign Summer-Fall 2020
- *Sales Associate* | Savant Vintage, Nashville, TN Spring 2019 - Summer 2022

Skills:

- Social Media
- Software: Proficient in Microsoft Office Suite, Canva, Google, Meltwater, Prospect 2, TV Eyes, Muck Rack