



**natasha panchal**  
graphic design

## education

**texas christian university**  
Fort Worth, Texas | Class of 2014

**bfa in graphic design**  
magna cum laude

## software proficiency

● ● ● ● ●  
adobe creative suite

○ ● ● ● ●  
sketch

○ ● ● ● ●  
microsoft office

○ ● ● ● ●  
oracle eloqua

○ ○ ● ● ●  
mailchimp

○ ● ● ● ●  
hootsuite

## knowledge

**digital marketing**  
planning/strategy  
google adwords ●  
google my business ●  
google analytics ●

**social media**  
planning/strategy  
content calendars  
copywriting

## associations

**member, dallas society of  
visual communications**  
december 2015 - present

**volunteer, boys and girls club**  
december 2017 - may 2018

**creative chair, ad2dallas**  
august 2016 – august 2017

● denotes certification

## references

available upon request



## work experience

### art director, partnercomm | january 2019 – present

Specializing in internal branding for Fortune 500 companies, PartnerComm's flat organization creates clear, concise employee communication from strategy to design to implementation.

- Branding company initiatives from beginning to end by defining strategies, developing names, headlines and copy as well as designing a cohesive style for all materials
- Developing overall looks & styles in both print and digital forms such as multi-page booklets, posters, direct mail, email campaigns and website design
- Collaborating and providing feedback with other designers
- Managing multiple clients at the same time and providing on time, high quality designs
- Coordinating timelines and schedules for drop dates of branded pieces
- Presenting ideas to clients and working with their feedback
- Communicating with printers from preliminary spec discussions to final press checks

### creative lead, treehouse | august 2018 – december 2018

Home upgrade company remodeling homes in the DFW area to be healthy, safe, efficient & sustainable. The company went out of business in December 2018.

- Collaborated on marketing strategies and helped define promotional campaign visions
- Designed marketing collateral for stores ranging from in store promotions, merchandising signage and environmental graphics
- Developed digital media and wrote copy for email campaigns, web advertising and social media graphics
- Created monthly content calendars for social media platforms
- Worked directly alongside vendors to showcase their brands while still staying cohesive with the TreeHouse brand

### senior graphic designer, clubcorp | june 2016 – august 2018

Owning over 200 golf and country clubs, sports clubs and alumni clubs around the nation and two foreign countries, ClubCorp creates a haven for its members since 1957.

- Created marketing print collateral for the golf & country clubs around the world ranging from invitations and flyers to brochures and mailers
- Designed marketing materials ranging from print to digital for internal and external use at ClubCorp
- Created multiple email campaigns that delivered to over 1000 people with Eloqua
- Designed a mini magazine, Access, that sits within Private Clubs Magazine, which delivers to thousands of people around the world
- Managed many projects at one time while meeting fast approaching deadlines

### graphic designer, huckabee inc. | april 2014 – may 2016

Architecture firm specializing in designing Texas public school facilities since 1967.

- Created collateral ranging from print to digital for 40+ Texas school districts and their multi-million dollar bond elections
- Collaborated effectively in order to rebrand company with new identity
- Designed materials including invitations and architectural presentations that delivered to over 1000 people
- Organized and managed multiple projects at one time and met quick deadlines
- Presented design solutions to clients as well as maintained client relations by responding to routine inquiries
- Created a continuing education class for designers to further design knowledge
- Chosen to mentor new employees as they begin at Huckabee