

NATALIE RIVERA

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SUMMARY

Mission-driven strategic marketing and brand professional with 10+ years of experience developing multi-channel campaigns, brand initiatives, and community-facing communications in healthcare and consumer industries. Brings a unique combination of marketing strategy, creative direction, graphic design, and project management to translate complex information into clear, engaging communications for diverse audiences. Experienced in multi-brand environments, rebranding initiatives, digital and print marketing, social media, and community engagement, with a track record of delivering cohesive brand experiences that support business and communication goals.

Graphic Design | Brand and Creative Strategy | Marketing Campaigns | Cross-Functional Collaboration

EXPERIENCE

BAYLOR SCOTT & WHITE HEALTH PLAN Communications Manager

Dallas, Texas
2019-Present

- Develops marketing and communication reaching more than 10,000 internal and external stakeholders including members, providers, brokers, and employees.
- Designs and produces print, digital, and social media communications across three healthcare brands and Commercial, Medicaid, and Marketplace product lines, adapting strategies and creative approaches to diverse audiences and evolving business needs while maintaining brand consistency across channels.
- Collaborates cross-functionally with marketing, communications, and business stakeholders to execute monthly and annual campaigns and support organizational goals.
- Supports development of bilingual (English/Spanish) marketing materials to reach diverse member populations.

BAYLOR SCOTT & WHITE HEALTH PLAN (FirstCare Health Plans) Marketing Specialist

Dallas, Texas
2017-2019

- Conceptualized and designed newsletters, email campaigns, brochures, and promotional materials for the FirstCare brand.
- Maintained and updated website content to support marketing initiatives.
- Managed email marketing platform and distribution of customer communications.
- Supported large-scale rebranding initiative involving review, redesign, and migration of 300+ brand and communications assets.
- Coordinated with external print and design vendors to manage production timelines, quality review, and delivery of marketing collateral.

RIVERA'S REFRIGERATION SERVICES Brand and Operations Manager (Part-Time)

Houston, Texas
2019-2023

- Designed company website and branded marketing collateral.
- Led direct mail campaigns targeting prospective and existing customers, generating multiple new clients and contracts.
- Represented company at community and promotional events.
- Streamlined operational and administrative processes to improve day-to-day efficiency.

TEXAS MUTUAL INSURANCE COMPANY Graphic Designer

Austin, Texas
2012-2017

- Developed print and digital marketing materials including brochures, posters, invitations, and promotional assets.
- Managed projects from concept through final production while coordinating timelines and stakeholder requests.
- Supported event branding and conference materials.
- Produced graphics for promotional merchandise and company communications.

ADDITIONAL EXPERIENCE

BAH! DESIGN, Austin, Texas, **Graphic Designer**, 2012. Supported client design projects and managed production timelines.

RAINFOREST PARTNERSHIP, Austin, Texas, **Graphic Design Intern**, 2010-2012. Created promotional materials for events, including *Films for the Forest* during South by Southwest.

TECHNICAL SKILLS

Adobe Creative Suite (InDesign, Photoshop, Illustrator) | Microsoft Office (Word, Excel, PowerPoint, CoPilot) | Salesforce Marketing Cloud | CMS Platforms | Hootsuite

EDUCATION

ST. EDWARD'S UNIVERSITY, Austin, Texas

B.B.A., Graphic Design, Minors in Business Administration and Spanish

LANGUAGES

Bilingual in English and Spanish