New York, Ny
(646) 874-6613
Natae@Presverourlegacy.org
NATAE.R@HHVMEDIANETWORK.COM

NATAE ROBINSON

ProfessionalL Summary

Integrated Marketing and Public Relations professional with 10+ years of experience leading brand marketing, communications, experiential activations, sponsorships, media relations, content strategy, audience growth, and cultural campaigns across sports, entertainment, fashion, nonprofit, and consumer-facing brands. Proven success developing and executing 360-degree marketing campaigns, generating earned media, driving audience acquisition, building strategic partnerships, managing events, coordinating cross-functional teams, and creating marketing strategies that increase brand visibility, engagement, and revenue. Strong background in digital marketing, consumer insights, lead generation, social media growth, event marketing, sponsorship activation, and brand storytelling.

Core Competence

Brand Marketing • Public Relations • Integrated Marketing Campaigns • Experiential Marketing • Event Marketing • Sponsorship Activations • Sports Marketing • Cultural Marketing • Audience Development • Lead Generation • Consumer Engagement • Customer Acquisition • Media Planning • Strategic Partnerships • Digital Marketing • Social Media Strategy • Content Marketing • Brand Storytelling • Campaign Management • Cross-Functional Leadership • Influencer & Talent Relations • Presentation Development • Budget Management

Professional Experience

PREZD MEDIA, New York, NY — *Director Public Relations & Brand Marketing*

JAN 2017 - PRESENT

- Lead integrated marketing and communications campaigns for artists, executives, brands, events, and public figures.
  • Develop go-to-market strategies, audience growth plans, media outreach programs, and brand positioning initiatives.
  • Execute organic and paid marketing strategies including social media growth, content marketing, digital advertising, and lead generation.
  • Manage sponsorship outreach, partnership development, influencer engagement, and experiential activations.
  • Produce campaign reports, performance analysis, audience insights, and strategic recommendations.
  • Coordinate cross-functional teams, vendors, creatives, media partners, and stakeholders to deliver campaigns on schedule.

PRESERVE OUR LEGACY, New York,NY — *Marketing & Public relations Lead, Celebrity Golf Tournament*

2025 - PRESENT

- • Lead marketing, publicity, sponsorship visibility, and stakeholder communications for a high-profile celebrity golf tournament and awards program.
  • Coordinate media strategy, influencer outreach, community engagement, event promotion, and partnership activations.
  • Support brand positioning, attendee acquisition, sponsor engagement, and experiential event execution.
  • Develop promotional materials, messaging frameworks, media pitches, and campaign recaps.

CELEBRITY SPORTS ENTERTAINMENT, Suffolk, NY — *Publicist*

JAN. 2017 - AUG. 2023

- • Managed media relations, event marketing, sponsorship visibility, and communications strategy for sports and entertainment properties.
  • Coordinated press operations, talent relations, and promotional campaigns across television, digital, print, and live events.
  • Supported large-scale activations, community initiatives, and celebrity-driven campaigns.

INTERNATIONAL ASSOCIATION OF PRESS & PHOTOGPHERS, Suffolk, NY — *Accredited Journalist*

OCT.. 2019 - PRESENT

- • Produce editorial content, interviews, and features focused on culture, business, entertainment, and community impact.
  • Translate complex topics into compelling stories that engage audiences and support brand visibility.

Leadership & Event Marketing Experience

Annual Youth Humanitarian Awards — Publicist & Communications Lead
Celebrity Charity Basketball Events — Founder, Marketing, Sponsorship & Media Relations Lead
NYFW, BET Awards, Art Basel, Rolling Loud, VMAs, Grammys — Media, Marketing & Event Support

EDUCATION

CUNY- Bernard M. Baruch College - Zicklin School of Business
B.B.A. Marketing & Communications