Natasha Maltman

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Education

University of Oregon **September 2023 - June 2027**

B.S in Advertising | Minor in Psychology & Entrepreneurship

Cumulative GPA: 3.6 | Dean's List Winter 2025, Spring 2025, Winter 2026

Relevant Coursework: Advertising Media Plan, Psychology of Advertising, Digital Ads & Analytics, Advertising Strategy

Professional Experience

Student Marketer & Food Worker| Fresh! Corner Market **April 2025 - June 2026**

University of Oregon, Eugene, OR

- Created 10+ hand-drawn advertisements to reinforce the brand's identity & promote in-store deals
- Assisted with daily operations in a food-service environment while helping maintain food safety standards

Guest Relations & Photographer | Sawdust Art Festival **June - September of 2024, 2025, 2026**

Laguna Beach, CA

- Communicated with guests & artists to answer questions & provide information on current events
- Photographed select jewelry artists' products, developing content for promotional & social media use

Extracurricular

Media Planner & Photographer | Allen Hall Advertising **June 2026 - Present**

University of Oregon, Eugene, OR

- Researched target audience interests & behavior patterns to develop audience personas
- Designed & presented documents to clients to help them interpret audience insights & inform brand strategies
- Photographed social media & branding content for a winery's fall harvest, maintaining a cohesive visual theme

Social Media & Front of Book Editor | Flux Magazine **January 2026 - June 2026**

University of Oregon, Eugene, OR

- Developed & scheduled content for the social accounts of University of Oregon's flagship magazine
- Managed a team of 3 to produce short-form content for the magazine's introduction & Instagram account
- Increased the magazines Instagram follower count by 10% & generated over 80,000 profile views over 6 months

Co-Director | Storytellers Collective Club **September 2025 - Present**

University of Oregon, Eugene, OR

- Organized & directed weekly videography workshops for University of Oregon students of varying skillsets
- Supported the production & promotion of select video projects featured in a spring showcase

Skills

- Strategy | Audience Research, Media Channel Planning
- Analytics | Digital Ad Analytics, A/B Testing
- Content | Social Media Strategy, Content Development & Scheduling
- Visual | Photography, Adobe Photoshop, Lightroom, InDesign