

Natasha Maltman

Natashamaltman99@gmail.com | Eugene, OR & Orange County, CA

<https://www.linkedin.com/in/natasha-maltman>

Education

University of Oregon

September 2023 – June 2027

Bachelor of Science | Advertising Major; Psychology Minor

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

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

Professional Experience

Student Assistant & Marketer | Fresh! Corner Market

April 2025 – June 2026

University of Oregon, Eugene, OR

- Assisted with daily operations in a food-service environment while helping maintain food safety standards
- Created 10+ hand-drawn posters to expand upon brand design and increase clarity amongst products
- Developed product advertisements promoting deals and prices, boosting customer engagement and sales

Guest Relations & Photographer | Sawdust Art Festival

Seasonal: June – September 2024, 2025, 2026

Laguna Beach, CA

- Worked with guests and artists to answer questions and provide clear communication about current events
- Personally worked with select artists to capture their work through product photography
- Designed daily signage and art spreads that enhanced the guest experience by providing clear navigation

Extracurricular

Social Media & Front of Book Editor | Flux Magazine

January 2026 – Present

University of Oregon, Eugene, OR

- Strategically road mapped content for the social accounts of University of Oregon's award-winning magazine
- Managed a team to produce short story content for the magazine's introduction and social media accounts

Coordinator | Storytellers Collective Club

September 2025 – Present

University of Oregon, Eugene, OR

- Coordinated and hosted weekly meetings focused on teaching multimedia storytelling
- Designed social media posts promoting activities and events, encouraging community and engagement
- Oversaw collaborative projects and assisted by directing, organizing, and teaching

Media Planner | Allen Hall Advertising

September 2026 - Present

University of Oregon, Eugene, OR

- Selected as a media planner to research client audiences and implement strategies for real businesses in Oregon

Skills

- Adobe Suite | Photoshop, Lightroom, InDesign, Illustrator
- Photography & Videography
- Social Media Strategy
- Food Handling
- Customer Service