

NATALIE SURACE

MARKETING STRATEGIST

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EDUCATION

M.B.A., Entrepreneurship

Rochester Institute of Technology
2013 - 2020

B.S., New Media Marketing

Rochester Institute of Technology
2007 - 2011

AWARDS

Gold Award for Email Design

CASE
2012

Marketing Competition, Top 10

Macy's NYC
2011

SKILLS

- Project Management
- Marketing Research
- Marketing Strategy
- Reporting & Presenting
- Leadership & Training
- Copywriting
- Photoshop
- Illustrator
- Premiere Pro
- HTML & CSS
- Data Studio
- Tag Manager
- CRM
- Microsoft Project

PROFILE

Consultant with over a decade of experience in academic, B2B, and B2C marketing strategy. I believe powerful solutions to the problems we face can be found at the intersection of design, technology, and data. Currently leading strategic planning to achieve significant growth for universities across the country.

WORK EXPERIENCES

Marketing and Education Consultant | 2023 - present

EdDisruption

Founder of EdDisruption, a provider of higher education marketing and education innovation consulting. With over a decade of experience working with universities, I am able to offer non-profits with strategic marketing, communications, branding, and education solutions.

Marketing Strategist | 2021 - 2023

VisionPoint Marketing

Author of strategies to help universities understand their positioning and goals, and improve their standing through integrated marketing planning and optimization. I worked to identify the right audiences and differentiating positioning for clients through extensive research and ideation.

Digital Marketing & Communications Manager | 2015 - 2021

Rochester Institute of Technology, Golisano Institute for Sustainability

Primary strategist, leader, and implementer of marketing for the institute. I led efforts to ensure this B2B and education institute was known as a leader in the fields of remanufacturing, industry 4.0, and sustainable food systems through lead cultivation and positioning strategy.

Marketing Director (Freelance) | 2018 - 2020

NuNee

Led the development and implementation of a brand and marketing strategy for a medical device startup.