

natalie wong

CONTACT WNWONG08@GMAIL.COM • 240.535.9885

SKILLS

Adobe Creative Suite • Microsoft Office Suite • HTML and CSS • Section 508 Compliance (Web and Document Remediation) • Certified Black Belt/Karate Instructor

EDUCATION

**Center for Digital Imaging Arts
Boston University (2010)**,
Washington, DC
Graphic and Web Design
Certification Program

**The George Washington
University (2008)**, Washington, DC
Bachelors of Business
Administration, Cum Laude
International Business and Marketing
Recipient of International Advertising
Association Diploma in Marketing
Communications

**City University of Hong Kong
(8 - 12/2006)**, Hong Kong, China
Fall Study Abroad Business Program

CLEARANCE

Department of Homeland Security
Secret/Tier 3 (T3) - Active

CERTIFICATIONS

Project Management Professional (PMP)
Project Management Institute

Lean Six Sigma Green Belt
Management and Strategy Institute

Gritter Francona, Inc.

May 2018 – Present

Senior Manager, Marketing & Communications

- Leads Marketing & Communications practice and all communications-related business development activities including tracking opportunities, overseeing proposal development, developing templates, performing compliance checks, and pricing.
- Leads all GFI branding and marketing efforts including management of print, web, social media marketing collateral, and employee engagement events.
- Provides onsite strategic communications support to the Department of Homeland Security's (DHS) Office of the Chief Information Officer including development of communication plans, briefings, collateral, graphic design, SharePoint support, and writing.
- Served as lead designer for the Department of Veterans Affairs (VA) My HealtheVet project, developing infographics, presentations, and ad hoc materials.

Duty First Consulting

November 2011 – April 2018

Manager (July 2015 – April 2018)

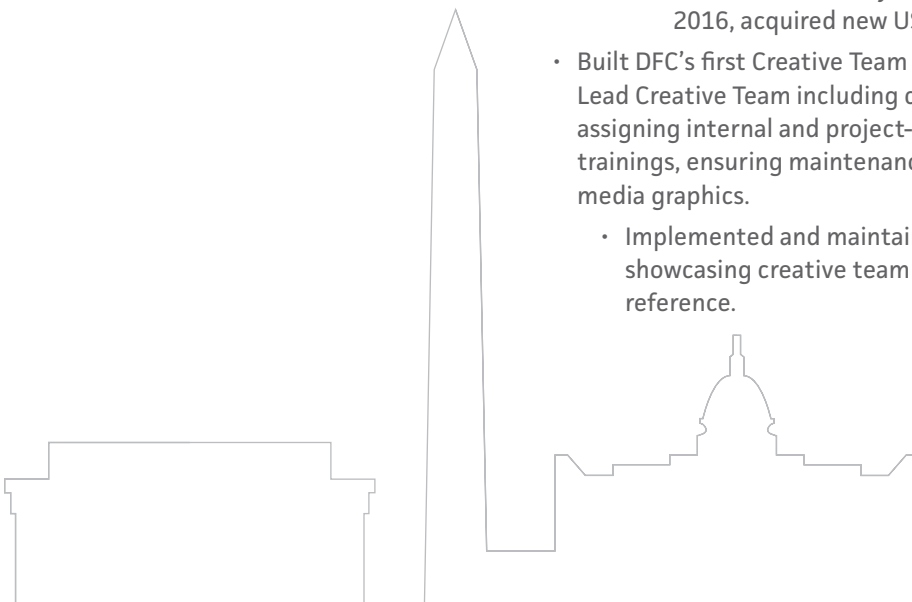
Senior Consultant (July 2013 – July 2015)

Consultant (November 2011 – July 2013)

- Manager on the Strategic Communications & Integrated Marketing team. Responsibilities include:
 - Recruit, conduct interviews, and assign staff members to existing and new projects.
 - Performance Manager for up to seven people including conducting mid-year and annual performance reviews, developing training plans, providing mentorship, and approving timesheets.
 - Lead business development activities including: qualify opportunities on eBuy, FBO, GovWin, and opportunities presented by partners; serve as proposal coordinator; develop pricing and proposed level of effort; draft and finalize all proposal volumes; develop supporting graphics, and train junior staff on DFC's proposal processes.
 - Since 2016, directly contributed to over \$3M in wins. In November 2016, acquired new USAID communications office as a client for firm.
- Built DFC's first Creative Team of designers and 508 Subject Matter Experts. Lead Creative Team including conducting team meetings, fielding and assigning internal and project-specific design tasks, delivering design-related trainings, ensuring maintenance of DFC Creative Library and developing social media graphics.
 - Implemented and maintained DFC's first Creative Library dedicated to showcasing creative team work and serving as a business development reference.

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- Led DFC branding update including developing a formal style guide, web re-design, materials, and internal communications.
- Developed and delivered company-wide Section 508 training for Microsoft Word and PowerPoint. Trained over 50 employees in 508 compliance.
- Simultaneously lead and supported eight contracts across service lines. Highlighted work includes:
 - Project Manager for communications support for VA's Center for the Evaluation of Patient Aligned Care Teams. Tasks included: conducting a full audit and written plan to update and maintain the office SharePoint site, tracking system, and web-based toolkit.
 - Lead designer supporting VA's National Center for PTSD. Tasks included: development of agency-branded partner toolkit materials, digital campaign ads, photoshoot, infographics, print publication ads, conference materials, and web audit and re-design.
 - Developed strategic communications plans, fully-branded digital campaigns, marketing collateral (fact sheets, infographics, posters, training materials, office-branded templates, PowerPoint presentations, web graphics, and social media graphics) for offices within VA and Centers for Medicare & Medicaid Services. Specific offices include VA's Office of Information & Technology, Benefits Assistance Service, Office of Public Health, Office of Organizational Excellence, CMS' CCIIO, Medicare Shared Savings Program, and the SHOP Marketplace.
 - Provided creative direction for photoshoots featuring real veterans, servicemembers, and families. Tasks included coordinating participants and scouting locations, developing shot lists, providing art direction for headshots, candid, and action poses, and managing photo library.
 - Section 508 Subject Matter Expert.
- Project Manager for USAID's Office of HIV/AIDS (OHA) video support. Led development of a five-minute promotional video consisting of testimonial footage, motion graphics, and archival video and photo footage. The video highlights USAID' achievements towards an AIDS-free generation.
- Project Manager for VHA's Office of Public Health (OPH) communications contract. Oversaw communications support and providing creative oversight to OPH's communications team. Tasks included project management, strategic communications, graphic and web design, web maintenance, publication design and development, social media content, infographics, 508 compliance, and topic-specific toolkits featuring fact sheets, social media graphics, posters, and drop-in newsletter articles.

New Editions Consulting

October 2009 – November 2011

Accessibility Specialist (January 2010 - November 2011)

Accessibility Technician (October 2009 - January 2010)

- Accessibility tester on site at DHS. Responsibilities included: Manually testing DHS software and web applications for Section 508 compliance using Web Accessibility Toolbar, JavaFerret, and Object Inspector, remediating PDF documents using Adobe Acrobat and Commonlook, developing and maintaining Section 508 e-learning trainings, and reviewing IT acquisitions over \$2.5 million to ensure appropriate Section 508 language was included in procurement packages and evaluated and processed National Security Exceptions for Section 508 compliance.
- Reviewed conformance validation statements for Section 508 language in support of VA's Section 508 Office.

