



Natalie H. Drum
117 Shurs Lane
Philadelphia, PA 19127

April 18, 2019

The Hawk Newspaper
Simpson Hall, Rm. 6
Philadelphia, PA

Dear Ana, Charley, Dr. Bhayroo and Dr. Spinner (Editorial Board),

With a two-year background working at the The Hawk Newspaper and success writing for both news and lifestyle sections, I am looking to transition into the Social Media Manager position. My alternative position would be to assume the role of Lifestyle Editor.

As you already know, I am passionate about my work at The Hawk Newspaper and this would show in either position however, my creativity and influence would be most beneficial in the Social Media Manager position.

From creating a tri-network social media analysis to developing brand identity, updating social media for a professional company, my past experiences have given me the knowledge and proficiency in social media management that will further my abilities in this position.

Furthermore, my fluent understanding in the usage of wordpress and ability to code websites and portfolios will allow for a seamless transition when updating The Hawk website.

As an inherently social individual with strong written communication skills and a foundational familiarity with The Hawk work ethic, I hope that my skills and experience will continue to be a valuable asset to The Hawk Newspaper. Thank you for taking the time to read over my application. If you have any questions please do not hesitate to call or email me.

I am truly excited about this opportunity!

Sincerely,
Natalie H. Drum



Natalie H. Drum

117 Shurs Lane Philadelphia, PA 19127 | 410-980-1545 | nd662016@sju.edu

EDUCATION

Saint Joseph's University

5600 City Avenue
Philadelphia, PA 19131
May 2020

English and Communications
Double Major, Journalism
Minor

GPA: 3.5

VOLUNTEER

Alpha Phi International
Fraternity
Marshall

Habitat for Humanity

Ivanhoe Civic League

Cristo Rey Network

PROFESSIONAL EXPERIENCE

The Hawk Newspaper *News Editor*

Philadelphia, PA
Fall 2017-Present

- Oversee the pitching, editing and progress of nine news articles each week.
- Communicate daily content updates through Slack messaging with the copy team.
- Determine relevant news content for print and social media platforms
- Organize and maintained multiple Google and Microsoft spreadsheets.
- Coordinated with the photography team to ensure relevant photos to supplement news articles.
- Lay out two news pages using Adobe InDesign software each week.

Assistant News Editor

- Publish 1-3 news stories on a weekly basis.
- Pitch relevant stories each week.
- Conduct and transcribe interviews with relevant sources.
- Uploaded all weekly news articles to wordpress.

Assistant Lifestyle Editor

- Publish 1-2 lifestyle stories on a weekly basis.
- Design and lay-out 2 lifestyle pages using Adobe InDesign each week.
- Consult with the Creative Director on typography and relevant graphics

Staff Writer

- Author one news or lifestyle story once or twice a week.
- Pitch relevant story ideas for the week ahead.

Journalism Study Tour *Foreign Correspondent*

Johannesburg, South Africa
Summer 2018

- Propose, researched and produced four multimedia narratives.
- Engage in thoughtful and meaningful discussions about issues of social justice with local journalists.
- Review and research South African history.
- Produce video, audio and photo to supplement text stories.

The Beautiful Social Research Collaborative *Consultant and Social Media Analyst*

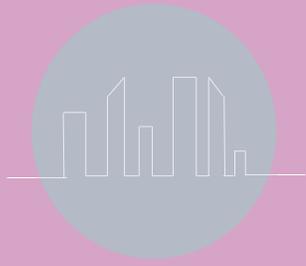
Philadelphia, PA
Fall/Winter 2018

- Create a social media analysis and promotional video for Big Picture Philadelphia's El Centro School in Kensington, PA.
- Conducted multiple meetings with Big Picture Network representatives on location in Kensington, PA and at Temple University.
- Conceptualize with members of the Big Picture Philadelphia network to ensure personalized branding success and a productive outcome.

Drum, Loyka & Associates Civil Engineering *Marketing Intern and Administrative Assistant*

Annapolis, MD
May 2016-August 2017

- Process staff payrolls and updated staff files.
- Create and organize documents and spread sheets in Microsoft Word and Excel.
- Write and distribute email, correspondence memos, letters, faxes, and create forms.
- Arrange appointments and organized schedules for senior management.
- Coordinate inventory orders, supplies and travel arrangements.
- Shoot photos of work sites using DSLR camera; upload, create and publish content to the company website and databases.



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VOLUNTEER

Alpha Phi International Fraternity
Marshall
Member

Philadelphia, PA
Jan 2017-Present

My responsibilities include reporting to the Director of Ceremonies, serving on the Ceremonies Team and executing leadership direction.

Habitat for Humanity
Volunteer

Roanoke, VA
March 2018

I participated in the Saint Joseph's University Appalachian Experience (APEX), a Spring Break immersion program serving with and for others in the Appalachian region. We met with our group several times throughout the year preparing, education and participating in team-building activities.

While in Roanoke, VA my group worked alongside community members and those apart of the Habitat for Humanity in the Roanoke Valley. I spent most of my time at the Habitat for Humanity ReStore, a donation center operated by local Habitat for Humanity organizations selling home improvement items for half their original retail price. I stocked shelves and organized inventory.

Ivanhoe Civic League Inc.
Volunteer

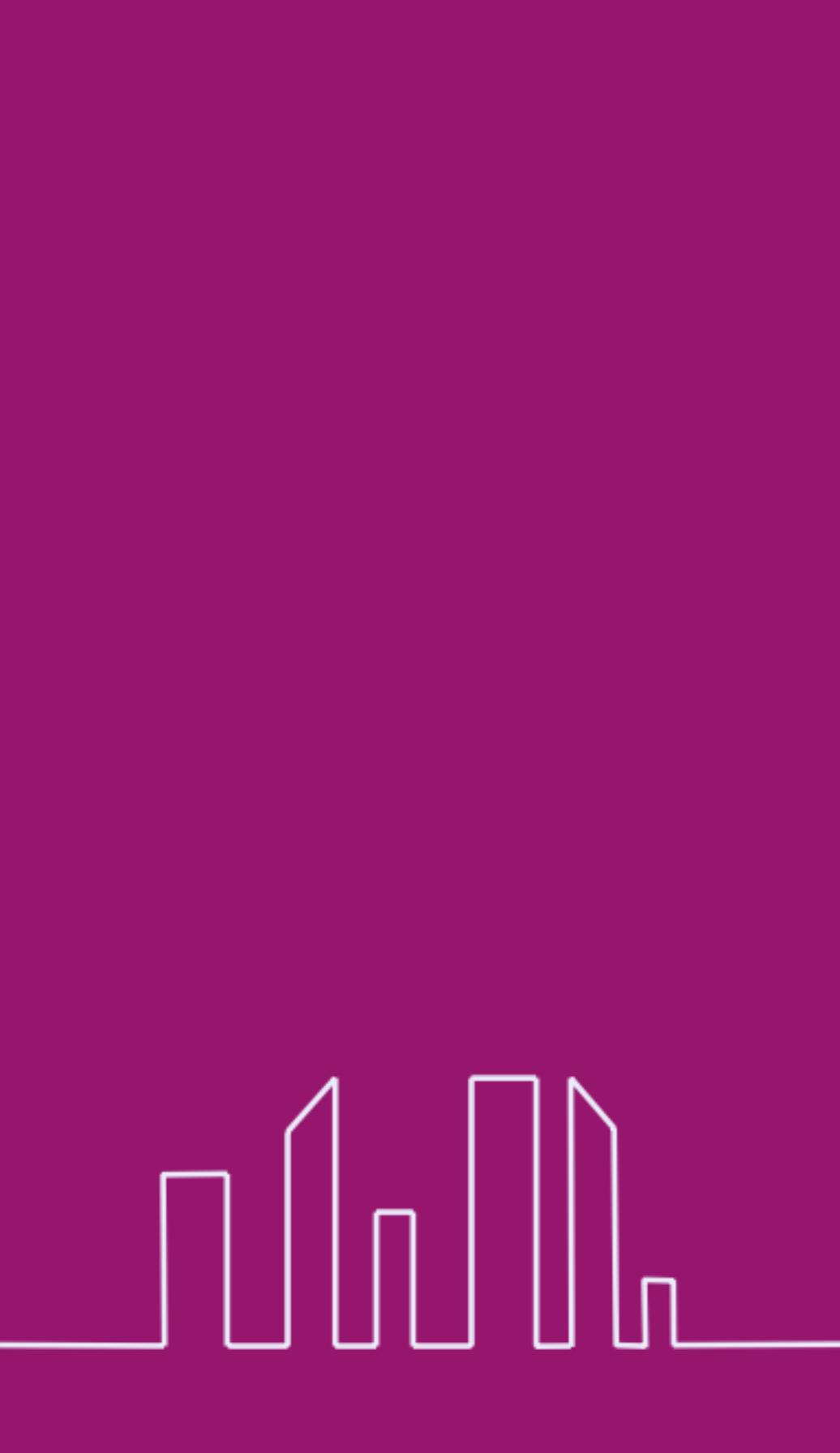
Ivanhoe, VA
March 2017

I participated in the Saint Joseph's University Appalachian Experience (APEX), a Spring Break immersion program serving with and for others in the Appalachian region. We met with our group several times throughout the year preparing, education and participating in team-building activities. While in Ivanhoe, VA my group visited community members, assisting in housework, organization and various outdoor tasks.

Cristo Rey Network
Volunteer

Philadelphia, PA
Aug 2016

I participated in the Saint Joseph's University Philadelphia Service Immersion Program (PSIP), a four day early-move in experience of service and discovery in the city of Philadelphia. Through my experience I was exposed to social justice issues. I learned to look through different lenses, understanding how to use moral discernment in uncomfortable situations. My experience with the Cristo Rey Network was awe-inspiring and formidable.



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