



Natalie

Portfolio

Thomas

Public Relations
+ Sports Business
+ Business Administration

TABLE OF CONTENTS

About me

Resume

Work Experience

Coursework

What's next

ABOUT ME

Thrives in fast-paced environments

Team collaboration

Strategic thinker

Sports lover

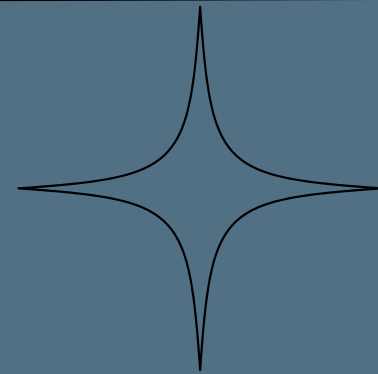
Open-minded

Loves movies and the beach



RESUME

Highlights



Account Executive - Webfoot Bar & Grill
Allen Hall Public Relations

Sports Media Intern
ILoveToWatchYouPlay

Public Relations Intern
Eugene Metro Fútbol Club

NATALIE THOMAS

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EDUCATION

Bachelor of Science | School of Journalism and Communication, University of Oregon Spring 2025
Major: Public Relations | Minors: Business Administration & Sports Business
UO Awards: Dean's list Fall 2022, Fall 2023, & Winter 2024, & Academic Apex Scholarship
Kappa Delta Sorority Member

TECHNICAL SKILLS

Microsoft Office Suite | WordPress | Social Media | Slack | Canva | CapCut | Mailchimp | Adobe Premiere | OpenTable

EXPERIENCE

Account Executive | Allen Hall Public Relations Sept 2024 - Present

- Rebranded social media presence for Webfoot Bar and Grill, creating content and photo shoots of food, beverages, customers, and events
- Collaborated with management and staff to coordinate content, photo shoots, bar specials, and scheduling posts via Planoly
- Presented rebranding strategies and maintained trend awareness for ongoing public engagement
- Researched competitors to ensure successful rebranding and social media impact
- Created Instagram posts and stories that increased bar customers by 45% and follower engagement by 15%

Public Relations Intern | Eugene Metro Fútbol Club Feb 2024 – Present

- Created a 5-month content calendar that laid out promotional days and communication channels for events
- Identified and pursued opportunities for player and follower growth by 15%
- Created promotional flyers for Instagram, Facebook, Email, Newsletters, and Website
- Drove traffic from social media to website to sign up for events and tryouts

Sports Media Intern | ILoveToWatchYouPlay June 2024 – Sept 2024

- Published a personal blog on soccer for ILoveToWatchYouPlay.com utilizing WordPress
- Grew Instagram by 1,000+ followers and created content that generated 20,000+ views and 2,000+ likes
- Managed newsletters to 7,000+ subscribers, boosting engagement and driving traffic to key content
- Created content utilizing TikTok, CapCut, Canva, and Adobe Premiere
- Analyzed blog performance with Google Analytics, tracking trends and audience engagement data

Hostess | Tower 12 June 2022 – Sept 2024 (seasonal)

- Awarded Employee of the Month (August 2023) for exceptional service, performance, and leadership
- Effectively communicated with 6-8 team members via microphone per shift and resolved any issues under high pressure
- Trained 10+ new employees on procedures to maintain high-quality service
- Handled 30+ customer calls per shift, addressing complaints and requests by phone and in-person
- Organized the entry of customers during the peak times, while maintaining high energy going up and down stairs at the entrance
- Adapted to high-stakes efficiently and assisted customer needs

VOLUNTEER

Eugene Marathon Customer Service Volunteer | AYSO Mentorship Soccer Coach | Steel United Club Coach





WEBFOOT BAR & GRILL



Allen Hall Public Relations is a student-run public relations firm at UO that provides services to real-world clients while giving students hands-on experience in the industry.

My duties include:

- Creating engaging Instagram stories/posts
- Promoting daily events on Instagram and scheduling posts through Planoly
- Redesigning the Instagram to be cohesive and have a defining brand kit
- Gathering photo and video content at the establishment to use in posts and graphics

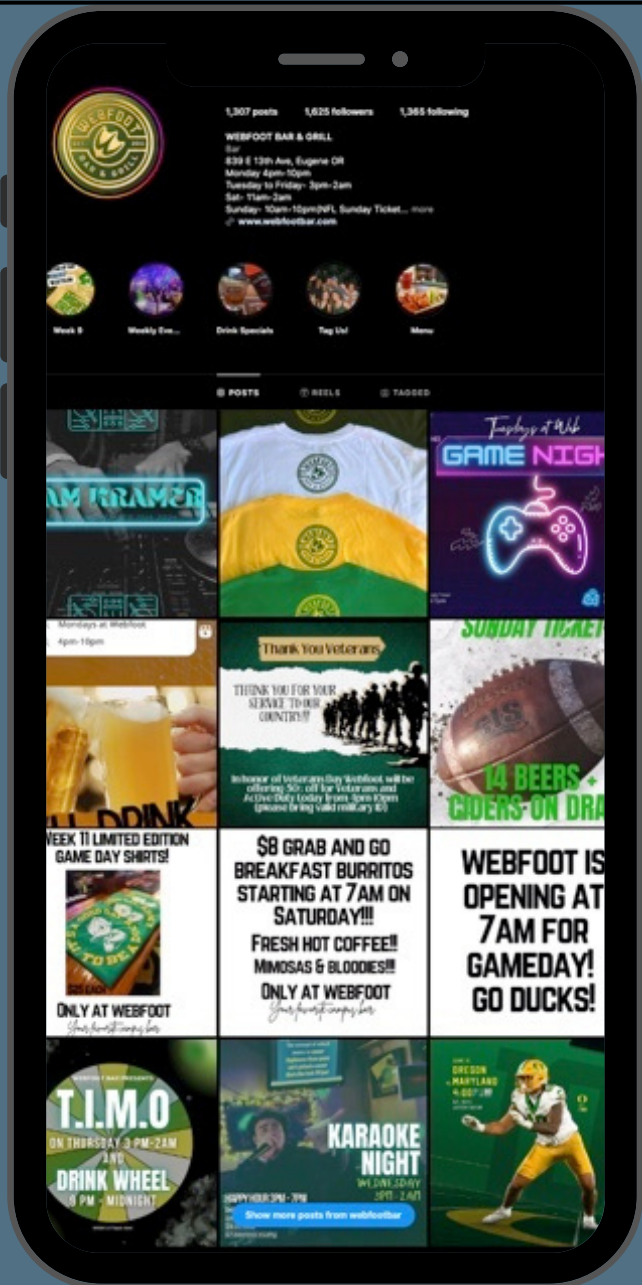


WEBFOOT SOCIAL MEDIA TRANSFORMATION

METRICS

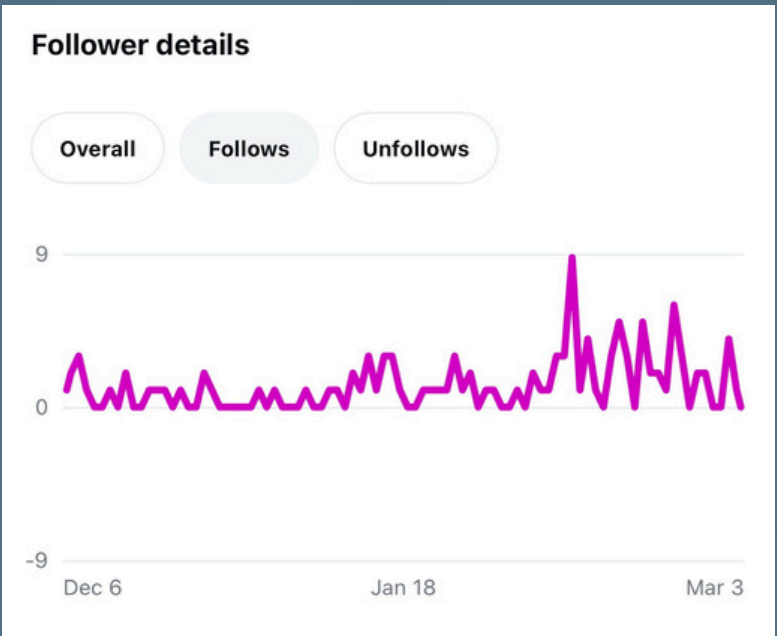
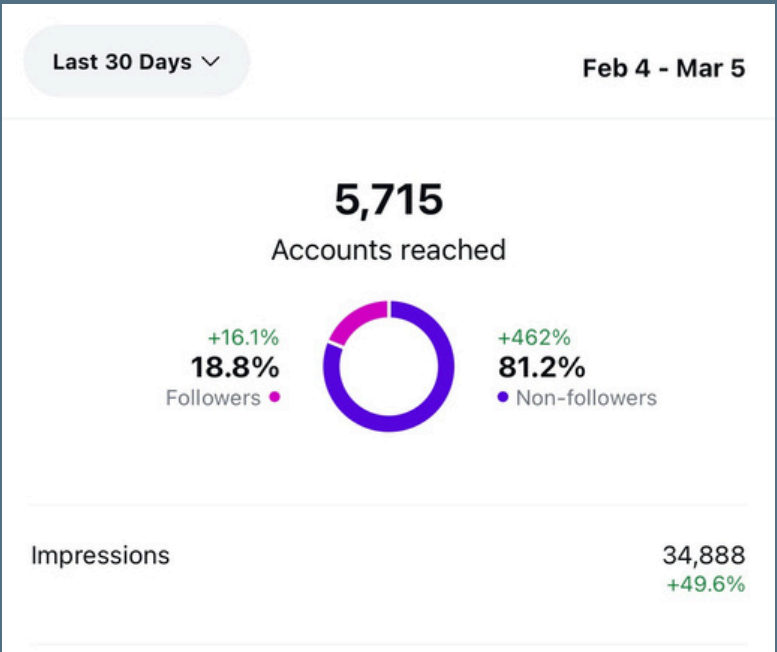
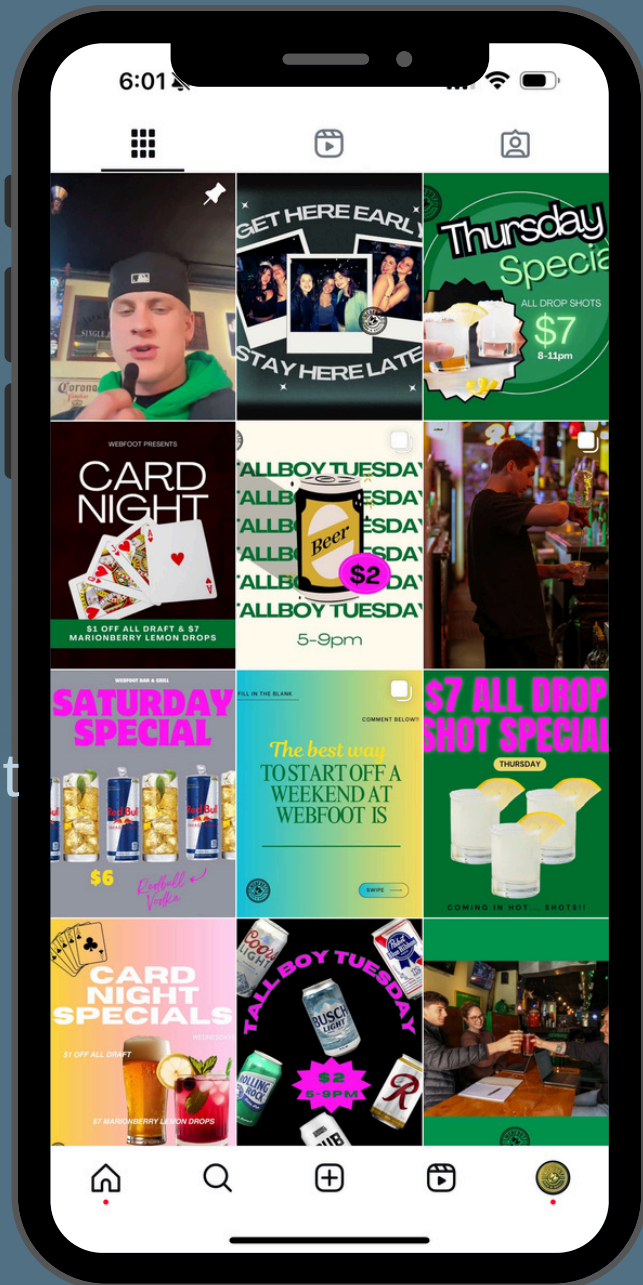
BEFORE

- Random posts that had no cohesive coloring and connections
- Reposts from other accounts
- Target audience unclear



AFTER

- Clear brand
- Cohesive colors
- University of Oregon affiliation and clear target audience
- Increased engagement and following

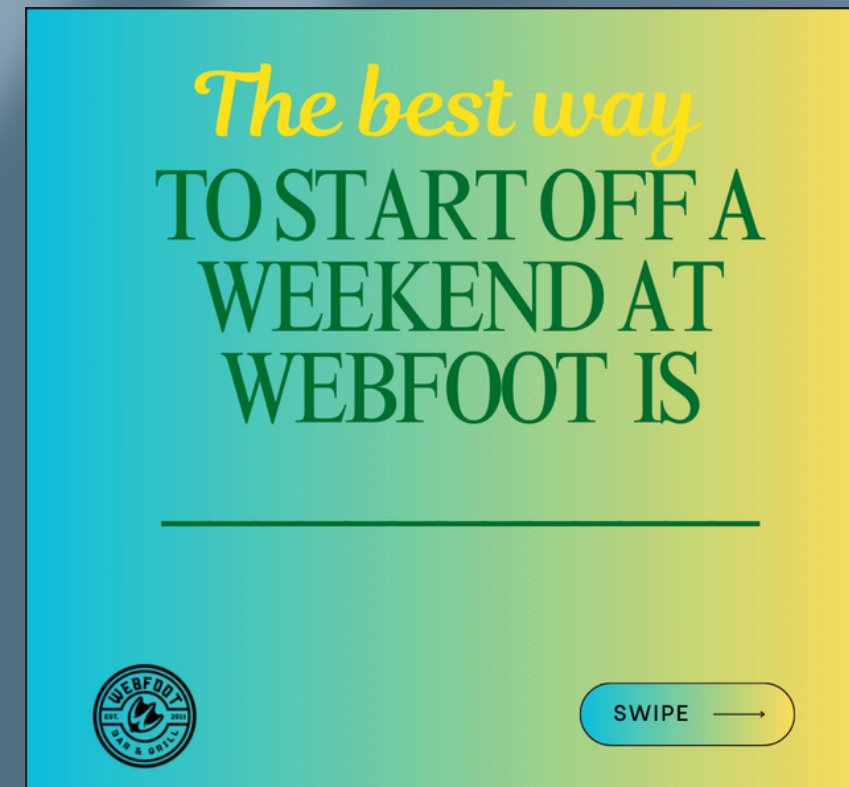
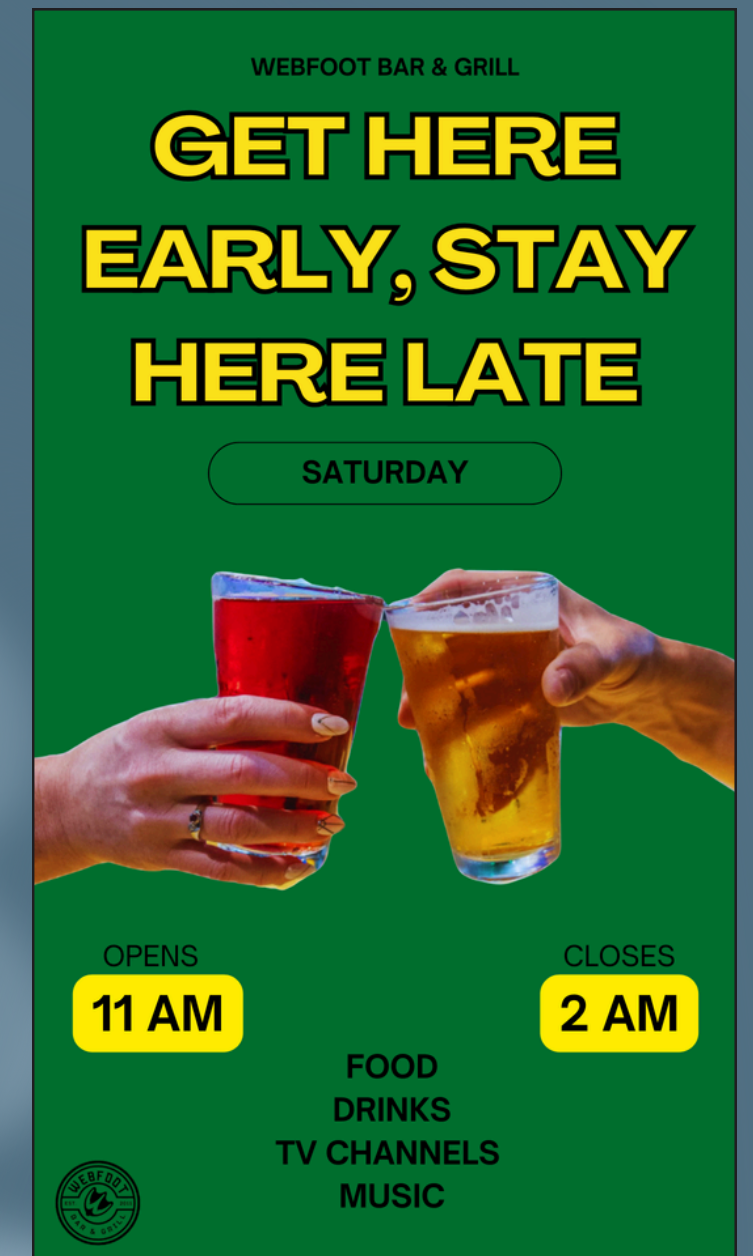


FROM PAST 30 DAYS

INSTAGRAM STORIES AND POSTS THAT I CREATED FOR WEBFOOT BAR

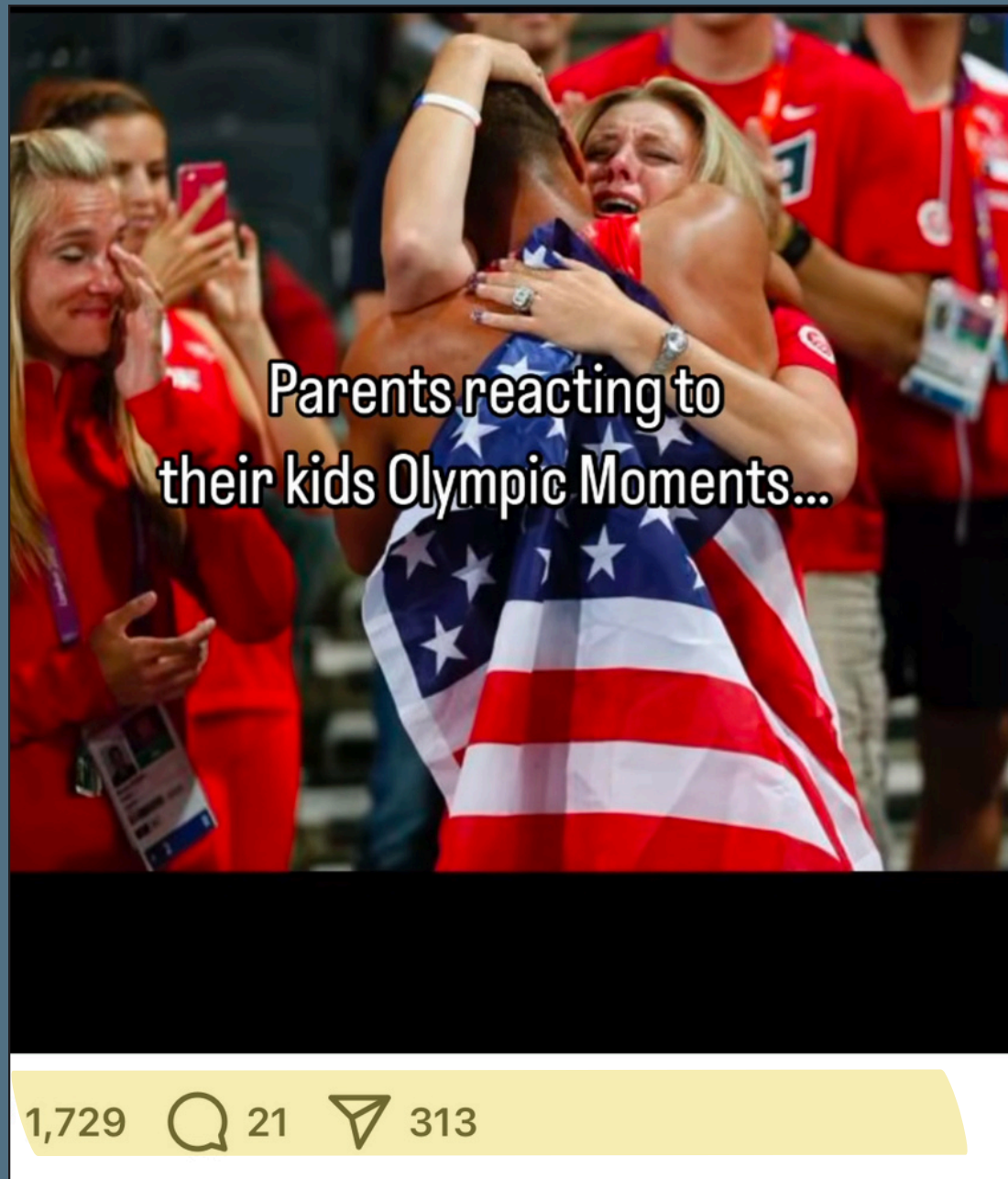
Key Takeaways:

- Utilizing hashtags and uploading posts during prime user times increases engagement
- Posts are more effective when colors match the brand and simplify information
- Events are more popular when they are new and different from competitors
- Highlighting customers on posts is more effective



Skills Gained:

- Content shooting
- Social media strategy
- Branding
- Customer engagement
- Competitive differentiation



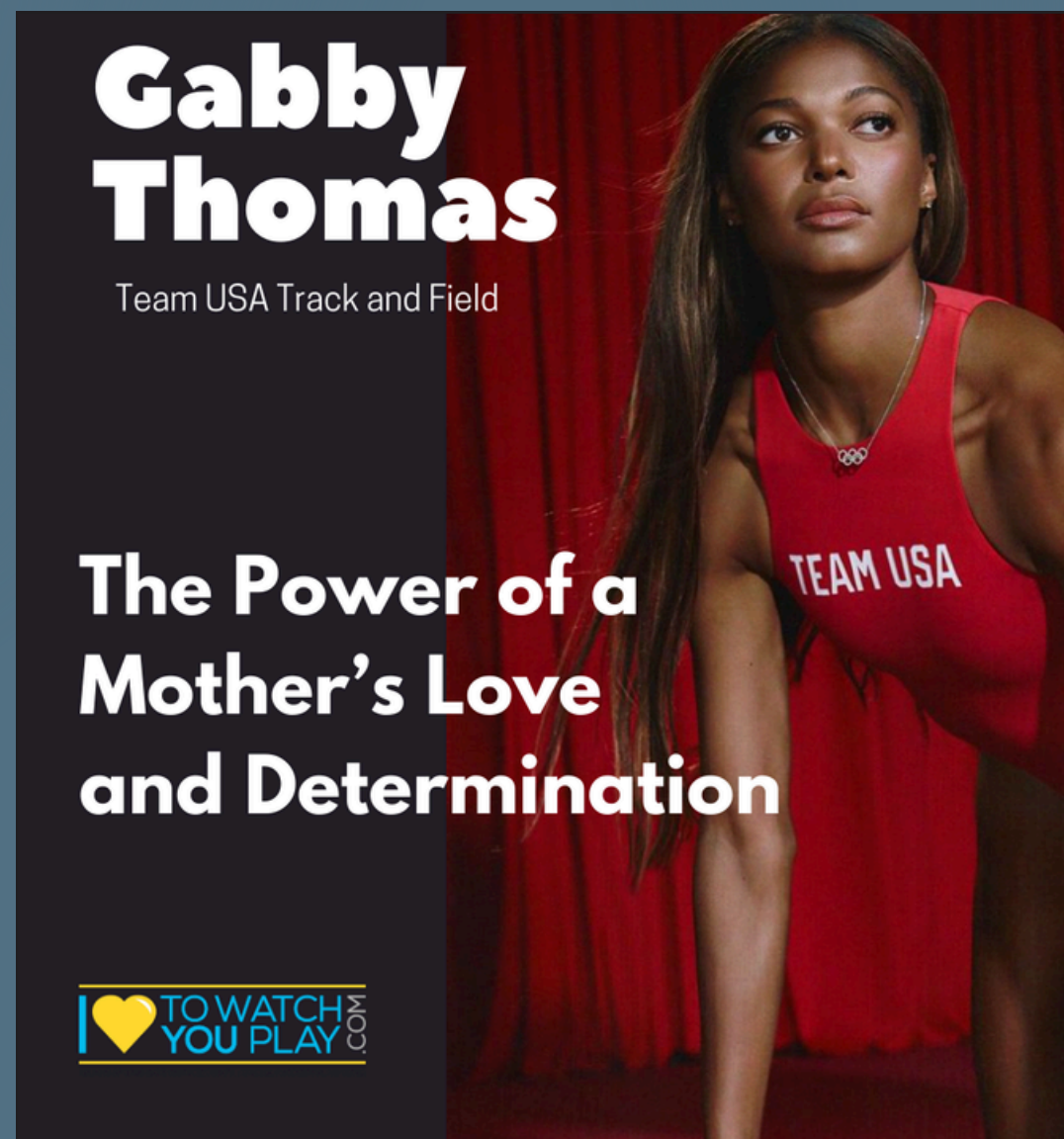
My duties included:

- Researching Olympic athletes and writing feature stories
- Creating social media content that creates an emotional connection and educates the public
- Writing a personal blog post
- Creating an Amazon storefront for followers to get deals on sports essentials
- Designing merchandise for parents and children

ILOVETOWATCHYOUPLAY



ILoveToWatchYouPlay, founded by Asia Mape, is a platform dedicated to helping parents navigate the youth sports journey. It provides expert advice, personal stories, and resources to promote a healthier, more balanced approach to sports parenting.



PUBLISHED BLOG



How I Found Joy in Soccer Despite The Pressures and Setbacks



NEWSLETTER



The I Love To Watch You Play Newsletter

lovetowatchyouplay.com

Everything you need to raise happy, healthy, and successful athletes.

When your kid is getting out of the car this weekend to rush to the field, gym, or pool, let them know how grateful you are you get to watch them play! ❤️



How I Found The Joy In Soccer Despite The Pressure and Setback

Whenever I step onto a grass field of any kind, my head gets flooded with intense memories of soccer. As I grew and advanced as a player, outside forces

ILOVETOWATCHYOUPLAY

Key takeaways from internship:

- Simple designs are more effective and connect to the audience
- Being authentic in the content is more meaningful to audiences
- Sharing personal stories creates stronger impacts on lives
- Planning and brainstorming accordingly is key
- Asking for help is a sign of strength

Skills gained:

- Meeting deadlines
- Professionalism
- Working remotely
- Relationship building
- Pitching
- Video editing
- Storytelling

EMFC



Eugene Metro Fútbol Club (EMFC) is a premier youth soccer organization based in Eugene, OR. EMFC offers professional coaching and opportunities to compete at local, regional, and national levels.

SPRING BREAK CAMP

MARCH 25-27 10AM - 1PM	FOR BOYS AND GIRLS BORN IN 2017 TO 2007	ALL SKILL LEVELS
\$150 FOR 3 DAYS OR \$60 SINGLE DAY	\$25 OFF FOR ADDITIONAL FAMILY MEMBERS (3-DAYS ONLY)	LANE COMMUNITY COLLEGE

Bring a snack, water bottle, rain gear, and a soccer ball and be prepared to have fun and improve your soccer skills!

WHAT TO EXPECT:

- Players will be divided into small groups by age and skill to work with EMFC coaches.
- There will be a GK coach and a speed and agility coach
- **ALL campers will receive a camp shirt**

REGISTER NOW ON THE EMFC WEBSITE!

EMFC PRESENTS

GIRLS EXPLORE SOCCER PROGRAM PART 1

MARCH 10 AND 17
5:00 - 6:30 PM
CAL YOUNG MIDDLE SCHOOL

Price \$50 and bring a friend with no additional cost.

Any Girls Explore Soccer PGM participant will get a \$25 discount to our EMFC Spring break camp

EUGENE METRO FÚTBOL CLUB

EUGENE METRO FÚTBOL CLUB

MINI METROS PROGRAM

\$160	BIRTH YEARS 2020 & 2019	MARCH 31 -MAY 9
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4:45 - 5:30 PM
MONDAYS & WEDNESDAYS

5 GAME DAYS ON FRIDAYS

PARTICIPANTS RECEIVE AN EMFC SHIRT AND GREY GAME SHIRT

Tag, chase, and soccer games with more competitive games introduced throughout the duration of program!

REGISTER TODAY ON EMFC WEBSITE

My duties included:

- Creating a 6-month content calendar
- Creating graphics for upcoming events to promote on social media, email, newsletters, and website

Skills gained:

- Professionalism
- Effective communication
- Taking over all things creative
- Promoting events
- Applying my knowledge of club soccer

March

Sun	Mon	Tue	Wed	Thu	Fri	Sat
23	24	25	26	27	28	1 Early-bird pricing ends for Spring Break Camp \$150 for 3 days & \$60 for a single day
2 Promote Girls Explore Program training sessions	3 Girls Explore Program Training Session 4 5-6:30	4	5 TOPSoccer Program 6-7pm	6	7 Promote Spring Break Camp	8
9 Girls Academy Home game vs Capital FC	10 Girls Explore Program Training Session 5 5-6:30	11	12 TOPSoccer Program 6-7pm	13	14	15 Girls Academy Home game vs Washington East surf
16 Girls Academy Home game vs Spokane Shadow	17 Girls Explore Program Training Session 6 5-6:30	18 Post Game Recaps	19 Promote Spring Break Camp TOPSoccer Program	20	21 Promote Mini and Little Metro Spring Program	22
23	24 Promote Spring Break Camp	25	26 SPRING BREAK CAMP 10 am to 1 pm	27	28 Spring Break Camp Recap Girls Academy West Regional Oceanside Showcase	29
30 Promote Mini and Little Metro Programs	31 Mini and Little Metro Spring Program starts					

Monthly Content Calendar

Content Type + Comms Channels

Instagram / Facebook	Newsletter
Email	Website
Promotional video	Interactive video
Flyer/Graphic	Team Member Highlight
School Outreach	Game highlight

Events

EMFC 3v3 Challenge Cup

EMFC Tryouts

Girls Explore Soccer Programs

Games & Showcases

Spring Break Camp

Mini and Little Metro Spring Program

EMFC Gear Drop & Swap

TOPSoccer Program

Notes

Spring Break Camp Interactive video ex) Ask players "What is your favorite part of the camp?" OR "What are you looking forward to at camp this year?"

WHAT'S NEXT



Travel to Europe for
the summer



Move back to
Hermosa Beach

I plan to work in LA, hopefully in the sports or entertainment industry. I love being in a fast-paced environment, so I'm open to many possibilities!

CONTACT

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✦ <https://www.linkedin.com/in/-nataliethomas/>

✦ Eugene, OR & Hermosa Beach, CA



THANK YOU