# NATALIE ROSARIO

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**MARKETING | CONTENT STRATEGY | EVENTS | BROADCAST**

## PROFESSIONAL EXPERIENCE

**Osceola County School for the Arts | Instructor | 2024–Present**

- Developed marketing-focused content strategies covering audience segmentation, branding, messaging, and digital engagement for more than 70 students annually.
- Managed multiple client-style projects from concept through delivery, coordinating creative development, timelines, stakeholder feedback, and final execution.
- Created and maintained content production schedules and campaign timelines supporting web, social media, and digital content initiatives.
- Achieved a 100% annual certification pass rate across Adobe Creative Suite and web development certifications.

**YouTube | Content Creator & Channel Manager, Lore Chronicles | 2022–Present**

- Founded, branded, and monetized an independent gaming content brand, growing to 1.83K subscribers and 7.3K+ monthly viewers.
- Developed and executed content calendars across YouTube, Instagram, X, and Twitch.
- Maintained a 52% returning viewer rate and generated more than 1.6K watch hours within a 28-day period through data-driven content optimization.
- Managed copywriting, branding, graphic design, publishing, analytics, and community engagement across all platforms.

**SiriusXM | Producing Intern | Summer 2022**

- Created promotional content and marketing assets to support audience engagement and program visibility.
- Collaborated with on-air talent and production teams to coordinate content promotion and live broadcast support.
- Edited audio content and assisted with broadcast production workflows.

## GAMING INDUSTRY & BROADCAST EXPERIENCE

**Disney Lorcana TCG | Official Broadcast Commentator | Present**

- Selected as an official broadcast commentator for Disney Lorcana TCG competitive events, providing live match analysis and audience-focused event coverage.
- Collaborated with Ravensburger representatives, event organizers, and production teams to deliver professional broadcast experiences.
- Built relationships across the competitive TCG ecosystem through ongoing involvement with players, creators, and event leadership.

**Pro-Play Games: Dallas | Broadcast Operations & Production Crew | July 2026**

- Supported setup, operation, and breakdown of three competitive streaming stations and dedicated broadcast rooms.
- Worked directly with the PPG Marketing & Event Manager on broadcast logistics, production workflows, talent support, and live-event execution.
- Independently operated the CookieRun Braverse TCG North American Championship livestream for two consecutive days, managing technical operations and live production.

## OBJECTIVE

Marketing and digital communications professional with hands-on experience building content strategies, managing social media, producing livestream broadcasts, growing gaming communities, and executing campaigns from planning through reporting. Proven success growing a monetized gaming content brand, coordinating event broadcasts, directing creative assets, and leveraging analytics to drive engagement and audience growth.

## EDUCATION

*New York University*
• Bachelor of Fine Arts, Theatre
• Minor in Game Design

## CERTIFICATIONS AND AWARDS

• Adobe Certified Professional in Visual Design
• Florida Temporary Teaching Certificate - Business Education
• Rookie CTE Teacher of the Year (2024-2025)

## CORE SKILLS

Marketing Strategy • Campaign Management • Content Calendars • Social Media Marketing • Community Engagement • Event Marketing • Analytics & Reporting • Copywriting • Creative Direction • Livestream Production • Graphic Design • Audience Growth