Natalie Weiss

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Partnering with clients to transform their vision into desired features and product enhancements using various mediums. Solution focused, tech savvy, and creative individual with 10+ years experience formulating action plans and articulating requirements across engineering, marketing, and design teams to ensure specifications are met. Experience in working and negotiating with executives and clients such as Apple, Hewlett Packard and Cadence

Accomplishments

- Improved company's SaaS positioning by initiating collaboration with the marketing department and creating new marketing campaigns and material, which increased sign-ups by over 30%
- Produced a PR video for a Bay Area hi-tech company which showcased at the Semiconductor conference in San Francisco for four years in a row, demonstrating the company's products, and raised over 200 leads
- Managed a film crew of professionals to translate and display a script into creative visuals for a film that was later selected into the internationally known Cannes Film Festival in France

Experience

2018 – CURRENT

Creative Project Manager, Brand / ServiceNow

- Gathering requirements from stakeholders - Understanding gaps and pain-point
- Leading brainstorm sessions with designers, animators and producers to form product roadmap
- Maintaining stakeholder's expectations by aligning across teams - Communicating clear and detailed actionable plans
- Prioritizing, delegating, and managing multiple projects for most efficient on-time delivery

UX Project Manager, Digital Experience / ServiceNow

- Conducting regularly design reviews; elevating designs, guiding, and supporting the UX team
- Identifying bottlenecks to assist the team for a successful path to delivery
- Ensuring new features and functionality adhere to guidelines and are within the framework
- Managing meetings to drive progress against goals, objectives, and establish clear next steps
- Providing the strategy and roadmap to support the successful execution of the production

2016 – 2018

Creative Director & Customer Relations Manager / The Giant Whale

- Building partnerships, managing and nurturing existing ones
- Responsible for presenting technical media concepts and solutions effectively to align with client's requirements and critical business needs. Assessing all risks as well as benefits
- Maintain client satisfaction by proactively identifying, communicating, and recommending strongest solutions within usage of product
- Manage technical and creative teams to ensure business objectives are met – ongoing customer alignment to guarantee expectations

2017 – 2018

Marketing Communications Manager / Cadence Design Systems

- Lead the Video and Photo productions relating to web and event content
- Created large scale product training and tutorial videos used throughout Cadence business departments
- Worked on campaign development, product launches, and customer testimonial videos
- Collaborated with product marketing, legal, HR, IT, and business teams to ensure consistent branding and company mission
- Generated new concepts in line with marketing requirements using videography, editing and design

2015 – 2016

Video & UI/UX Project Manager / Apple [PPT Solutions Inc.]

- Gathered analysis and feedback from user testing and relayed back to R&D team
- Technical liaison between engineering and UI/UX team to develop and maintain functional designs through the use of Xcode and Sketch
- Managed the development of internal video related products and advised on types of cameras, lighting, and appropriate codecs for the release of live video streaming to over a million users world-wide
- Meeting target of software functionality and usage productivity of the Apple Online Store internal software by communicating strategies for improvement of UI / UX layouts
- Utilizing my technology scale of interest in the consumer electronics field: Implemented visual concept designs and requirements to engineers in order to solve and improve user experience

2013 – 2014

Account Manager / Payoneer

- Generated impactful campaign content to drive new business and sustaining existing partners by cross-functional collaboration with the marketing department resulting in 30% user sign-up growth
- Upheld client satisfaction and retain-ability by maintaining daily communication which resulted in yearly renewals of purchase orders totaling at sums of $250K per client
- Worked with R&D and marketing team to improve technical software gaps existing within the customers' platforms and updated metrics using Salesforce

2010 – 2013

Producer & Creative Director / Softlight Productions Inc.

- Developed, directed, and monitored corporate video and media productions at budgets over $25K, by managing logistics, assigning tasks, determining and minimizing risks, and resource planning such as client contracts, budget planning, and PO's
- Coached non-professional talent to perform at their best in front of the camera
- Led the work of technical teams by creating an environment that fosters collaboration, trust, and respect
- Built and executed strategies to hit project milestones by assessing each project phase
- Drove promotional improvements by 25% with a solution that translated business needs into a technical media product
- Articulated project breakdowns, cost-benefits, and tactical utilization advice of products

2003 – 2005

Field Intelligence Combat Unit + Public Relations Team / Israeli Defense Force

- Oversaw and optimized the media outlet for the IDF website as part of the public relations team

Education

2005 - 2009

B.F.A Motion Pictures & Television / Academy of Art University, San Francisco, CA

2014 - 2015

Certificate, Business Programming / De-Anza College, Cupertino, CA

Awards

- Nominated for Best Short Film, Cannes Film Festival – *Cinematographer*, 'The Final Shutter', 2014
- Winner Best Achievement in Cinematography – *Cinematographer*, 'Larkin', 2012
- Winner Best Documentary – *Director / Cinematographer*, 'Drumline Documentary', 2010

Proficiencies & Programming Languages

- MS Office & Mac OS
- Entry Level Python
- Digital Cameras
- Lighting & Grip
- Adobe Lightroom
- Final Cut Pro
- Consumer Electronics
- Sketch