

HALEY NATHANSON






CONTACT ME AT

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SKILLS SUMMARY

- Content Creation
- Graphic Design
- Video Editing
- Social Media Management
- Branding
- Time Management
- Oral and Written Communication
- Paid Advertising

PROGRAMS

-  Premiere Pro
-  After Effects
-  Photoshop
-  Canva
-  Figma

PERSONAL PROFILE

A results-driven digital marketing professional specializing in content creation, strategy development, and brand management. Skilled in developing and executing creative content strategies that bring brands to life across multiple digital platforms. Experienced in video production, social media management, and design, with a sharp eye for aesthetics and storytelling. Adept at creating engaging, on-brand content that resonates with audiences and strengthens brand identity.

WORK EXPERIENCE

White + Warren

Video & Content Producer 2025 - Present

- Conceptualize, produce, and distribute high-quality video assets across the e-commerce and wholesale business
- Collaborate with the creative team to plan, develop and execute all photoshoots
- Analyze creative performance and data to optimize content across all channels

Content Creator 2023 - 2025

- Managed the brand's content calendar and strategy for paid and organic social channels
- Filmed and edit high-quality video content for social, web and email channels
- Created innovative motion assets for e-commerce, social media, digital campaigns, and more
- Assisted on set with capturing video content

Marketing Coordinator 2021 - 2023

- Managed engagement across all of the brand's social channels
- Tracked the brand's organic analytics across all social channels
- Managed invoices and budgeting for the marketing team
- Handled sampling coordination
- Assisted on set to capture content and help with production

The Real Real

Vendor Product Receiver 2020 - 2021

- Played a key role in the authentication process by identifying and verifying brand identifiers, contributing to the overall quality and integrity of the inventory
- Recognized and categorized top designer brands, enhancing the value of the inventory and improving the overall brand offering.

EDUCATION

The University of Rhode Island 2016 - 2020

Bachelors of Science in Fashion Merchandising and Design
Minors in Public Relations and General Business