

Natalia Gwin

 Las Vegas, NV ·  nataliagwin@gmail.com ·  832.790.2725

Creative/Marketing Director & Web Operation Lead

Tennis Express – Houston, TX | Remote from Las Vegas | 2014 – 2025

Led brand strategy, creative development, and marketing execution for a national eCommerce and retail company. Owned the visual identity across digital and print, producing high-impact campaigns that drove customer engagement and sales growth.

- Directed end-to-end creative initiatives, including photoshoots, video, digital ads, email marketing, homepage design, and PDPs.
 - Oversaw monthly content calendars for email, social media, and promotions.
 - Produced static and motion graphics, short-form videos, and cross-platform multimedia assets.
 - Defined and enforced brand guidelines across all marketing channels.
 - Collaborated with cross-functional teams (executive, product, vendors) to align on campaign strategy and execution.
 - Managed and mentored a high-performing creative team while remaining a hands-on contributor.
 - Led UX improvements across key web properties—landing pages, loyalty dashboards, and checkout experiences—focused on conversion and customer experience.
 - Delivered over 2,600 targeted email campaigns and CRM workflows using Klaviyo, Listrak, and Yotpo.
 - Increased email-attributed revenue by 32% YoY through optimization, A/B testing, and automation.
 - Executed SMS marketing strategies with a focus on tone, compliance, and cadence.
 - Leveraged analytics and reporting dashboards to guide ongoing creative refinement.
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Freelance Digital Designer & Marketing Strategist

Self-Employed | 2009 – 2014

Provided full-service digital strategy, design, and marketing support to emerging eCommerce and lifestyle brands.

- Designed email templates, CRM content, product pages, and brand identity systems.
- Consulted on lifecycle marketing, segmentation, and conversion strategies.
- Built responsive landing pages and web layouts optimized for UX and performance.

- Produced promotional visuals, social media assets, and campaign creative.
 - Audited and set up CRM workflows across Mailchimp, Constant Contact
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General Manager & Marketing Lead

Gymnasium Restaurant – St. Petersburg, Russia | 2007 – 2010

Directed operations, branding, and marketing for a 400-seat fine dining and nightlife venue.

- Managed 150+ staff, training programs, and daily operational systems.
 - Designed in-house marketing materials: menus, event flyers, signage, and digital assets.
 - Led event planning, promotions, and guest engagement strategies.
 - Captured photo/video content for social media and promotional use.
 - Created marketing plans to increase customer retention and loyalty.
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Design Tools & Skills

Design & Creative Tools: Adobe Creative Suite (Photoshop, InDesign, Illustrator, After Effects)

CRM & Email Platforms: Klaviyo, Listrak, Mailchimp, Attentive

Web & UX Tools: Shopify, WordPress, HTML/CSS, Liquid, CMS management

Project Tools: Trello, Slack, Google Workspace

Content & Media: Light video editing, motion graphics, branded content

Expertise: Brand identity, campaign strategy, eCommerce marketing, print/digital design, lifecycle automation

Education & Certifications

Houston Community College

Digital Communication – Web Publishing | 2011 – 2014

Certifications:

Adobe Certified Associate – InDesign, Photoshop, Dreamweaver