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LOCATION
[MIAMI, FL]

NATALIE DIZNEY

CREATIVE STRATEGY | DIGITAL MARKETING | CREATIVE DIRECTION



EXPERIENCE

November 2025 – August 2026

FIFA WORLD CUP 2026 MIAMI HOST CITY COMMITTEE

Manager of Digital Marketing & Social Media

- Grew social audience from 45K to 123K+ through strategic content and audience growth initiatives.
- Led digital marketing strategy across social, web, email, and other owned channels for the FIFA World Cup 2026™ Miami Host Committee.
- Directed integrated campaigns supporting tournament milestones, FIFA Fan Festival™, host city activations, and match day communications across digital channels.
- Collaborated with FIFA, government agencies, sponsors, tourism organizations, and agencies to execute large-scale marketing initiatives.
- Led creative direction and execution across copywriting, photography, video, design, and AI-assisted content production.
- Developed executive marketing strategies, campaign reporting, and stakeholder presentations to communicate performance, priorities, and campaign direction.

March 2025 – November 2025

MIKA. G CREATIVE

Director of Digital Marketing & Creative Strategy

- Led brand and creative strategy for clients across healthcare, luxury, hospitality, wellness, and lifestyle industries.
- Directed integrated campaigns spanning social media, paid advertising, websites, email marketing, and creative production.
- Designed conversion-focused websites and digital experiences that strengthened brand identity and user engagement.
- Produced photography, video, copywriting, and visual assets to support multi-channel marketing campaigns.

January 2025 – March 2025

ENPOWER HEALTH LLC

Digital Marketing & Brand Manager

- Led brand strategy and digital marketing initiatives supporting growth across web, social, email, and paid media.
- Redesigned the company website to improve UX, messaging, and conversion performance.
- Managed SEO, paid advertising, analytics, and campaign optimization to drive awareness and engagement.
- Collaborated with leadership to develop cohesive branding, content strategy, and marketing initiatives.

January 2023 – December 2024

ISNATION LLC | STARTUP

Marketing Project Manager

- Contributed to UX/UI design, investor materials, branding, and product development for an early-stage startup.
- Managed branding and digital marketing projects from strategy through execution.
- Coordinated cross-functional teams, vendors, and stakeholders to deliver web and marketing initiatives.

May 2022 – November 2022

LIVE NATION ENTERTAINMENT | TICKETMASTER

Marketing Intern

- Supported marketing campaigns and digital content initiatives promoting concerts and live entertainment events.
- Assisted with digital content, fan engagement, and event marketing initiatives.
- Conducted market research and campaign analysis to support strategic planning.

EDUCATION

UNIVERSITY OF FLORIDA

College of Journalism & Communications

Bachelor of Science in Advertising
Minor in Digital Arts & Sciences

- NCAA Division I Student-Athlete
- SEC Academic Honor Roll
- AAC Academic Honor Roll

PARSONS SCHOOL OF DESIGN

Graphic and Digital Design Certificate

- Professional Certificate in Art Direction, Creative Technology, Digital Product Design, Graphic Design, Layout Design, Motion Graphics, and Interaction Design.

SKILLS

DIGITAL MARKETING

Brand Strategy, Digital Marketing, Campaign Strategy, Content Marketing, Social Media, Email Marketing, SEO, Brand Identity

CREATIVE

Creative Direction, Photography, Copywriting, Art Direction, Graphic Design, Layout Design, Video Production, UX/UI

TOOLS

Adobe Creative Suite, Figma, Canva, WordPress, Meta Ads Manager, Google Ads, Google Analytics, Monday.com