

NATALIA WAN

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San Diego, CA

Client Services & Agency Operations professional with 5+ years of agency experience supporting a \$20M+ client account, managing high-volume, cross-functional campaigns from kick-off through delivery. Skilled at being the connective tissue between creative, production, strategy, account, and client teams — with hands-on background in photography, video, and design that makes cross-department collaboration second nature — keeping complex, multi-workstream projects on timeline, within scope, and on brief. Proactive communicator and problem-solver who thrives in fast-paced environments with shifting priorities.

EXPERIENCE

Client Partner | **WONGDOODY** | Seattle, WA | Remote

May 2021 – March 2026

- ▶ Managed end-to-end job flow for T-Mobile — tracking project status and deliverables, routing work through creative, production, and studio teams and reviewing all assets for accuracy, brand compliance, and messaging alignment before client delivery.
- ▶ Served as primary client contact for day-to-day communications, preparing creative for approvals, translating feedback into actionable briefs, and maintaining high client satisfaction throughout campaign lifecycles.
- ▶ Partnered cross-functionally across a 60-person team spanning creative, strategy, media, and operations — coordinating resources and driving alignment to keep complex, multi-workstream projects on track.
- ▶ Developed and implemented internal workflows and onboarding processes for new team members, improving operational efficiency and team scalability.

Community Relations Associate | **ERA LIVING** | Seattle, WA

Feb 2020 – May 2021

- ▶ Planned and executed 24+ annual marketing events, managing end-to-end logistics, vendor coordination, and marketing materials on budget and on schedule.
- ▶ Supported sales pipeline by guiding prospective clients through services and pricing — contributing directly to conversion and revenue generation.
- ▶ Tracked and analyzed event performance metrics to inform future marketing strategy and optimize lead engagement.
- ▶ Developed and distributed marketing collateral to support lead generation efforts and brand consistency across channels.

Beauty Writer | **MANE ADDICT** | Seattle, WA | Remote

Oct 2019 – Dec 2019

- ▶ Pitched 12+ monthly story ideas on beauty industry topics and published 2–3 weekly articles aligned with brand editorial standards, managed via WordPress.

Social Media & Events Coordinator | **LOIS HILL** | Seattle, WA

Oct 2018 – Aug 2019

- ▶ Managed content production and publishing workflows across social and digital channels, maintaining version control and ensuring brand consistency across all assets.
- ▶ Grew Instagram engagement and following by 25% through strategic content planning and branded visual content creation.
- ▶ Executed a digital campaign reaching 90K subscribers with a 22% CTR; managed email campaigns to 10K+ subscribers via Mailchimp.
- ▶ Increased website traffic and brand awareness 23% through Facebook ad campaigns.

SKILLS & TOOLS

Agency Operations: End-to-end project management, status reports, estimates, legal awareness, Smartsheet, Box

Account Management: Client relations, creative briefing, approval workflows, stakeholder management

Cross-Functional: Creative, media, design, production, strategy team coordination

Creative Production: Photography, video production, graphic design, branded content, campaign execution, asset QC

EDUCATION

B.A. Mass Communications · Linfield College

Director of Public Relations, Alpha Phi · Integrated Marketing Campaign: The Blue Quail

2017