



Natasha Beaudry

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EMPLOYMENT

MEMA. The Vehicle Suppliers Association, Southfield, MI

November 2023 - Present

Manager, Content Marketing

- Lead content and brand strategy for MEMA and the Original Equipment segment, supporting association growth, engagement and visibility
- Plan and execute content marketing for more than 30 MEMA OE events annually, driving member engagement and growth, including a record-attended Annual Conference in November 2025
- Own event marketing strategy and execution including content, promotion and timelines
- Direct creation of branding, graphics, video and edited multimedia assets for event promotion and campaigns
- Manage email marketing for all Original Equipment segment events and oversee weekly and quarterly newsletters
- Own social media strategy and management and oversee the MEMA OE YouTube channel
- Drive SEO and retargeting campaigns while ensuring brand consistency across digital and event channels

The Choice Group, Troy, MI

March 2021 - November 2023

Director of Marketing

- Led enterprise marketing strategy for a multistate portfolio of 20-plus communities across student and senior living in Michigan, Illinois, Ohio and Texas
- Established and implemented comprehensive brand strategy at the company and community levels, including positioning, visual identity, messaging and brand governance
- Partnered with executive and regional leadership to across multiple markets to align marketing initiatives with leading, operational and growth objectives
- Directed digital and demand strategy including website optimization, SEO, reputation management and social media using platforms such as SOCi
- Oversaw agencies, vendors and marketing spend while ensuring brand consistency and performance across all markets

HANS Premium Water, LLC., Farmington Hills, MI

July 2020 - March 2021

Marketing Manager

- Lead integrated marketing initiatives for an early-stage consumer appliance brand, supporting brand development and product launches
- Directed agency collaboration and creative execution across print, video and digital channels
- Owned website rebranding and product implementations while overseeing social media strategy
- Supported multi-city roadshow execution and vendor management

BH Management Services, LLC., Des Moines, IA

August 2018 - April 2020

Corporate Event & Travel Planner

- Established and led the company's centralized corporate events and travel function as a one-person team within the broader marketing organization
- Directed enterprise-wide planning and execution of high-profile corporate events for a top 10 multifamily housing management company, including conferences with more than 500 attendees
- Owned end-to-end event strategy and operations including site selection, RFP development, contract negotiation, budgeting, event design and on-site execution
- Served as a strategic partner to executive leadership, aligning event programming with business objectives, culture and brand priorities
- Led vendor, production and partner relationships while managing conference fundraising exceeding \$1 million annually
- Developed executive-level reporting on budgets, ROI, year-over-year cost savings and directed corporate travel partnerships

BH Management Services, LLC., Des Moines, IA

April 2013 - August 2018

Senior Marketing Specialist/Event Planner

- Supported corporate marketing strategy for more than 250 apartment communities nationwide
- Served as a companywide marketing liaison, aligning property-level execution with corporate priorities
- Led property rebranding initiatives including community name changes and logo development
- Designed marketing collateral using Adobe Creative Suite and supported annual conferences and events
- Managed property advertising and marketing budgets and monitored performance through analytics

EDUCATION

Drake University

Des Moines, IA | 2005 - 2009

B.A. in Journalism and Mass Communications, Advertising Creative

Minor: Graphic Design

CORE SKILLS

- Content and Brand Strategy
- Integrated Marketing Planning
- Event Marketing and Promotion
- Digital and Multimedia Content Leadership
- Email and Audience Marketing
- Social Media and Channel Strategy
- SEO and Retargeting Campaigns
- Vendor and Agency Management
- Budgeting and Financial Oversight
- Cross-Functional Leadership and Stakeholder Engagement
- Team Leadership and Development
- Performance Analysis and Optimization

TOOLS & PLATFORMS

- Adobe Creative Suite: Illustrator, InDesign, Photoshop
- Microsoft Excel, Word, PowerPoint, Office365 and SharePoint
- Social Media Management Tools: Sprout Social, YouTube and LinkedIn