

Nate Rattner

Professional Experience

Venture for America (VFA), 2014 Fellow June 2014 – Present
Venture for America is a fellowship program for recent college graduates to launch their careers as entrepreneurs. Fellows work at startups in emerging cities and learn to build businesses that impact communities. VFA trains Fellows to be productive startup employees, then provides the resources they need to be successful leaders throughout their careers.

VFA: Print Syndicate, Operations Associate Sept. 2014-Present
Columbus, OH

- Business employee #23 at venture-backed, high-growth e-commerce startup
- Coordinate timelines and serve as project manager for design, social media, and development teams to execute promotions across three ecommerce websites, which receive over 1MM site visits and generate over \$1MM per month
- Manage social media advertising budget with daily profitability reports to inform content and bid strategy, contributing to monthly revenue averaging over \$100,000
- Drove 70% increase in email campaign revenue through data reporting and analysis
- Pitch, implement, and manage relationships with 3rd party e-commerce marketplaces, including Amazon and Etsy
- Rebuilt HTML email template used for all brands to ensure cross-browser and cross-device compatibility

Advocate Health Care, Web Services and Editorial Intern Jan. 2014-March 2014
Chicago, IL

- Researched, reported, and wrote health-focused stories for several Advocate publications and websites
- Managed and created content for Advocate hospitals and service lines using an internal CMS tool, HTML, and CSS

Digitas, Media Intern June 2013-Aug. 2013
Chicago, IL

- Reviewed media partnership proposals and evaluated client for quarterly budgeting
- Developed awareness campaign for local charter school, chosen as the winning pitch among all intern teams

Time Inc., Digital Research & Consumer Analytics Intern June 2012-Aug. 2012
New York, NY

- Created online consumer behavior reports for internal teams and client partnership pitches
- Assisted in development of a mobile and tablet app for Sports Illustrated

Education

Northwestern University, Evanston, IL March 2014

Medill School of Journalism, Media, Integrated Marketing Communications

B.S. in Journalism; Business Institutions Program Minor; Integrated Marketing Communications Certificate

- *GPA: 3.74/4.0, Cum Laude, Dean's List*
- *Relevant Coursework:* Reporting & Writing, Multimedia Storytelling, Consumer Insight, Reporting in Diverse Communities, Business Accounting & Finance, Market Research, Interactive Storytelling
- *Involvement:* NU Community Building Initiative, Residence Hall Association, Emerging Leaders Program

Additional Experience

Venture for America, Wellness Liaison Aug. 2014-Present
Columbus, OH

- Allocate budget and organize Fellow activities, gatherings, and one-on-one meetings to foster positive physical and mental well-being within the Columbus VFA community

Local Matters, Cooking Matters Course Volunteer Sept. 2015-Present
Columbus, OH

- Teach course participants about nutritious and low-cost grocery shopping and meal preparation

Northwestern University Fitness & Recreation, Editor, NUFITREC Magazine April 2012-Jan. 2014
Evanston, IL

- Produced quarterly magazines: planned stories, coordinated writing staff, and designed layout

Skills

- Google Analytics, Excel, HTML, CSS, JavaScript, Writing, Reporting, Editing, comScore, MailChimp, Wordpress