

NATASHA FONVILLE

BRAND, MARKETING & SALES DEVELOPMENT PROFESSIONAL

natasha.fonville@gmail.com | 651.808.8543

ABOUT

As a brand, marketing, and sales professional, I have demonstrated experience creating innovative strategies across channels, regional markets, and industry verticals to directly impact market share, build brand loyalty, and maximize sales growth opportunities. By leading with authenticity, I'm passionate about building high performing teams, forging partner & vendor relationships, and collaborating with executives to drive growth objectives.

EXPERTISE

Professional

People Leader
Communication
Brand Development
Marketing & Sales Strategies
New Business Development
Creative Problem Solving
Competitive Analysis
Trend Forecast & Intuition
Project Management
Product & Vendor Knowledge

TECHNICAL

Administrative

Microsoft 365 Teams,
PowerPoint, Word, Excel, One
Note, Outlook

Marketing & Digital

Adobe Creative Suite
Illustrator, Photoshop,
InDesign, After Effects,
Lightroom, Premiere Pro,
Media Encoder

Meta Business Suite, Google
Ads, Instagram, LinkedIn,
Facebook, X, Hootsuite, Later

Salesforce, Pardot, MailChimp,
Hubspot, Ceros

Wordpress

PROFESSIONAL EXPERIENCE

OMNI WORK/SPACE / 2014-CURRENT

Atmosphere, Meso, Emerald Blue, Connect Interiors
Brand x Creative Director

Lead, manage, and implement overall brand and marketing strategies to increase growth and retention for national commercial furniture and service businesses.

- + Oversee the brand development, execution, and performance of national marketing initiatives that align with regional practices for Atmosphere, a top Steelcase dealer with ten locations and annual revenue of ~\$220M.
- + Created the name, graphics, and branding strategy through the acquisition process of privately-held, women-owned business Connect Interiors, a Steelcase dealer with Midwest locations.
- + Strategic partner and leader in A&D and new business development initiatives that include the strategy and creation of workplace tours, presentations, inspirational materials, and memorable engagements & events to enhance relationships, build brand loyalty, and win new business.
- + Developed and executed a clear (RFP) response process to better strategically evaluate and efficiently respond to competitive bids through digital and traditional submittals. Executing our most critical responses, I have assisted with winning some of our largest clients, including Thrivent, Pohlad Companies, CH Robinson, Fredrickson, and Cargill.
- + Managed the 2020, \$1.5M remodel of Atmosphere's Minneapolis Worklab that included reinventing the way in which our space was used to provide better flexibility, enhanced collaboration, and wider vendor & product assortments. The project set in the early stages of the Covid-19 pandemic on-time and under budget.
- + Proven ability to create, build, and maintain strategic relationships.

Brand Manager, 2017-2022

Marketing & Brand Specialist, 2014-2017

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COMMUNITY

IIDA Northland, 2017-2022

Board Member, Communications
Recipient of Volunteer of the Year, 2019

Walker Art Center, 2009-2012

EDUCATION

The Art Institutes International

Graphic Design, BA
Recipient of Best in Show

Century College

Interior Design, AAS

PROFESSIONAL EXPERIENCE

LOST WOODS 2023-CURRENT

Brand x Marketing

- + Led and executed the rebranding of a Minnesota-based start-up whiskey company, including brand development & strategy, updated website, social media, product packaging, and printed marketing materials.

TARGET CORPORATION 2007-2014

Senior Merchandising Specialist

- + Designed multiple wall art pieces for a cohesive typography & icon canvas endcap with cross-functional PD&D partners and vendors. Product set in stores in 2015, resulting in ~\$2M sales.
- + Collaborated with marketing to execute a visual strategy that more cohesively represented product in large cross-department Decorative Home circular ads. Assisted in creating and driving processes between merchandising and creative departments with a goal of capturing \$30M in increased sales.
- + Managed \$110M in vendor income for top national retail accounts, with a 5% YoY increase. Piloted a new software program for 9 months to more efficiently and accurately capture vendor income amounts, which later rolled out to all departments.

HOM FURNITURE 2003-2011

Lead Visual Merchandiser

Recipient of Showroom Support of the Year, 2005