

Natasha Atlas

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Education

University of Florida - BS in Agricultural Education and Communication with Specialization in Communication and Leadership Development and Minor in Organic and Sustainable Crop Production (Graduated Cum Laude)

Experience

Director of Communications

Trinity United Methodist Church – Gainesville, FL | March 2024 – Present

Oversee website, weekly email newsletter, Sunday livestreaming, and print materials; produce compelling social media content; manage department employee, volunteers, and budget; execute effective advertising campaigns.

Science Communicator

UF/IFAS Center for Land Use Efficiency – Gainesville, FL | November 2022 – March 2024

Developed content for and managed Florida Master Gardener social media accounts; wrote articles for UF/IFAS Gardening Solutions website; captured and edited photos and videos; mentored interns.

Graphic Designer and Administrative Associate

Chi University – Reddick, FL | February – November 2022

Created and executed printing of brochures and flyers; designed advertisements; produced videos for social media and website; coordinated trade shows; lead bookstore sales; managed inventory.

Records Specialist Team Leader

LifeSouth Community Blood Centers – Gainesville, FL | January – November 2021

Audited records for accuracy; generated spreadsheets in Excel; composed reports, analyzed data and delivered conclusions to management; ensured corporate operations were performed according to procedure.

Communications Intern

UF/IFAS Center for Land Use Efficiency – Gainesville, FL | November 2019 – January 2021

Wrote effective science communication and took photos for online publication; developed social media content; produced videos for the Florida Master Gardener Volunteer Program; researched horticulture topics.

Social Media and Communications Coordinator

UF/IFAS Agronomy Department Forage Team – Gainesville, FL | February – September 2020

Composed social media content; managed multiple social media platforms; educated industry professionals through videos and webinars; coordinated website development.

4-H/Horticulture Program Intern

UF/IFAS Leon County Extension – Tallahassee, FL | May – July 2019

Designed engaging educational materials; implemented hands-on activities; lead workshops locally and in nearby counties; recruited participants for the 4-H Horticulture Identification Competition.

Achievements/Involvements

- President's List, University of Florida
- Graduate of UF Science Communications Short Course