

nate proctor

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education

The University of Oklahoma | Price College of Business

Candidate for Master of Business Administration

Norman, Oklahoma

December 2024

- Media Management Certificate

The University of Oklahoma | Gaylord College of Journalism and Mass Communication

Bachelor of Arts in Journalism with a Minor in General Business | GPA 3.89

Norman, Oklahoma

May 2023

- President's Honor Roll; Dean's Honor Roll

experience

The University of Oklahoma's Mewbourne College of Earth and Energy – Norman, Oklahoma

Academic college educating geoscientists and petroleum engineers.

Marketing Graduate Assistant

July 2023 – Present

- Strategize and execute OU's "There's Only One" rebrand campaign through print, website and social media collateral
- Coordinate communication campaigns for OU's \$2 billion capital fundraising campaign
- Launch recruitment campaign for new GeoEnergy Engineering degree funded by a \$150,000 gift
- Conceptualize preliminary branding for a Sustainable Energy Systems certificate program to increase revenue and enrollment for the College

Marketing and Communications Intern

January 2021 – June 2023

- Designed and implemented a Giving Day communication campaign that targeted 5,000 contacts and rose \$248,930
- Organized and planned 3 large-scale events and galas attended by 750+ attendees
- Supported the development of the College's strategic plan in tandem with the University's "Lead On" strategic plan
- Awarded University Student Employee of the Year
- Received 5 awards from the Oklahoma College Public Relations Association for marketing and public relations efforts

Chickasaw Nation – Ada, Oklahoma

Prosperous tribal government serving Chickasaw citizens nationwide.

Social Media Intern

June 2022 – Present

- Supported the initial launch of a Pinterest account, helping generate 3.4k monthly visits
- Integrated newspaper content from the Chickasaw Times through a first-of-its-kind social media series
- Developed graphic design collateral for projects ranging from original film releases to First American history curriculum

Byng Public Schools – Ada, Oklahoma

Public school district with five school sites.

Social Media Intern

May 2019 – June 2023

- Redesigned the district's brand identity along with updated logos and wordmarks for 5 school sites
- Executed the brand through consistent social media content

skills

- **Graphic Design** – Adobe Creative Cloud
- **Data and Coding** – R, Tableau and SQL

leadership and service

- **President's Community Scholars, Upperclassmen Marketing Chair:** PCS engages first-year students who want to make a difference in their community. Facilitated and reported on weekly meetings, retreats, panels and seminars while serving the Norman community through community service projects.
- **OU Homecoming Reunion Week Executive Council, Public Relations Coordinator:** Homecoming is OU's largest student-run event, annually welcoming alumni back to campus. Designed social media content and planned large-scale events.