

# Natalia Laverde

## Project Manager · Creative & Brand Projects

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### PROFILE

Project manager for creative and brand work, with 5 years on both sides of the brief: as the designer who delivers and as the coordinator who scopes, plans and follows through. At LaValentina I was the first line of contact for 60 accounts, closed the deals and connected clients with four internal teams; at Kora I ran a pre-launch content roadmap for 16 weeks with monthly KPI reviews. Notion, Monday and Trello; bilingual English/Spanish.

### EXPERIENCE

Design & Brand Growth Lead

Jun 2026 – Present

- Kora (heykora.me), femtech startup, pre-launch · Remote
- Owned the pre-launch brand and content roadmap end to end: planned a 3 to 4 piece weekly calendar, coordinated the founders and Lola, the face of the brand on social, and delivered on schedule for 16 consecutive weeks.
  - Set up KPI tracking in Notion (reach, engagement, link CTR, waitlist) and ran monthly reviews that fixed the next month's goals with the team.
  - Results: Instagram from 5,495 to 7,584 followers (+38% in four months, best month +21.6%) and 808 waitlist sign-ups in a single month. Designed the investor deck and launch presentations.

Brand & Product Designer (freelance)

Dec 2025 – Mar 2026

- Kora, formerly Magna, femtech startup · Remote
- Led the rebrand from Magna to Kora (identity, brand language and tone, app UI) alongside my full-time role at LaValentina; the launch took Instagram from about 3,000 to 5,500 followers.

Marketing & Sales Executive (client and project coordination)

Oct 2025 – May 2026

- LaValentina Design, brand consultancy and design studio (800+ brands served) · Bogotá · Hybrid
- First line of contact for 60 active accounts: scoped each client's needs, closed the engagement, wrote the brief and delivery plan, and connected them with the branding, content, production and strategy teams.
  - Produced ~35 proposals per month and closed an average of 8 deals monthly (150M+ COP); planned budget-to-hours for a 40-person creative team, followed every project through delivery and kept CRM and pipeline reporting current.

Marketing & Production Intern

Apr 2025 – Sep 2025

- BRIDGE Agency, model and talent agency · London, UK
- Coordinated 6 test shoots end to end (talent, photographers, stylists, logistics) and handled casting, self-tape and option requests for international placements; recognized by management for anticipating needs and working independently.

Project Lead & Graphic Designer

Oct 2022 – Nov 2024

- Intenza Studio, branding agency (freelance) · Bogotá
- Led 10+ branding and content projects for fashion, real estate, legal and lifestyle clients: scope, timeline, client reviews and multidisciplinary coordination through delivery.

Graphic & Strategic Designer (Ecopetrol account)

Oct 2021 – Oct 2022

- Hypercubus, digital agency · Bogotá
- Delivered 500+ pieces over 10 months for Campo D, Ecopetrol's innovation hub, in a digital transformation campaign reaching 40,000+ employees, on a weekly production cadence.

### SKILLS

|                    |                                                                                                                                                             |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project management | Scoping and briefs · Timelines and weekly cadences · Budget-to-hours planning · Stakeholder communication · Risk and blocker resolution · Client onboarding |
| Tools              | Notion · Monday · Trello · CRM and pipeline reporting · Google Workspace · Figma · Adobe Creative Suite                                                     |
| Data and reporting | KPI frameworks · Monthly performance reviews · Goal-setting with teams · Dashboards in Notion                                                               |
| Domain             | Branding · Content production · Digital campaigns · Photo/video shoots · Product launches                                                                   |

### EDUCATION

|                                                                   |             |
|-------------------------------------------------------------------|-------------|
| Master in Fashion Business                                        | 2023        |
| Istituto Europeo di Design (IED) · GPA 106/110                    |             |
| Bachelor of Design, emphasis in Communication, option in Textiles | 2017 – 2021 |
| Universidad de los Andes                                          |             |
| Short courses: construction techniques, CLO3D, sketching          | Fall 2021   |
| Parsons School of Design, New York                                |             |

### LANGUAGES

- English (bilingual, C2)
- Spanish (native)
- Italian (B1)