

Natalie Ching

📍 San Francisco ✉ nataliekching@gmail.com ☎ (650) 867-5270 🔗 [linkedin.com/in/natalieching](https://www.linkedin.com/in/natalieching) 🌐 nataliekching.com

Experience

Walmart

San Bruno, CA

Senior Analyst, Marketing and Strategy

June 2026 - Present

- Led end-to-end planning for a \$2M+ experiential campaign with 12+ suppliers, managing budgets, timelines, and deliverables across creative, legal, and operations while resolving late-stage vendor and logistics risks to launch on schedule.
- Built the team's first standardized campaign planning process, including intake templates, milestone timelines, and approval checkpoints, adopted by 4 cross-functional teams and cutting planning cycle time by 20%.
- Launched a centralized creative intake and workload tracking system for 8 designers and producers, giving leadership real-time visibility into priorities and deadlines across 25+ concurrent projects and cutting missed deadlines by 30%.

Chime

San Francisco, CA

Product Marketing Producer

January 2026 - May 2026

- Owned campaign deliverables end-to-end across multiple concurrent workstreams, anticipating risks and resolving shifting priorities to sustain a 95%+ on-time launch rate while driving member acquisition and record checking-account retention.
- Led project operations for campaigns spanning 10+ stakeholders, running kickoffs and centralizing action items in a single source of truth to support three product launches that expanded into new member segments.
- Redesigned core workflows to eliminate approval bottlenecks and streamline cross-functional handoffs, cutting campaign turnaround by 30% and enabling the team to ship three more campaigns per quarter.

Morning Brew Inc.

New York, NY

Project Manager

August 2024 - January 2026

- Directed end-to-end execution of 100+ B2B multi-channel marketing campaigns for clients ranging from Fortune 500s to early-stage startups, collectively valued at over \$2M, driving strong client retention and satisfaction.
- Led cross-functional outcomes to identify and resolve workflow bottlenecks, leveraging campaign analytics and project management tools (e.g., Monday.com, Smartsheet) to streamline asset approvals and cut turnaround time by 3-14 business days per campaign.
- Facilitated stakeholder kickoff meetings to align internal teams and external clients on campaign goals, timelines, and deliverables; asked clarifying questions and documented action items to ensure shared understanding, contributing to 98%+ on-time campaign launches.

LoveShackFancy

New York, NY

Production Intern

September 2023 - December 2023

- Coordinated design, logistics, and merchandising teams on production planning and timelines to deliver two seasonal collections on schedule.
- Managed vendor communication and pricing negotiations with overseas factories, maintaining a strict 65% profit margin across key product lines.
- Ran quality checks on 100+ incoming samples, flagging production issues and recommending fixes that improved SKU consistency and cut rework costs.

Propeller

Summit, NJ

Digital Production Intern

June 2023 - August 2023

- Partnered with cross-functional teams to deliver digital assets for pharma and medtech clients, supporting 10+ on-time, brand-compliant launches.
- Executed A/B and multivariate tests across digital channels, surfacing insights that informed campaign optimization and audience targeting.
- Built performance reports for senior stakeholders, researched AI tools for internal workflows, and led a campaign pitch to senior leadership.

NASA Ames Research Center

Mountain View, CA

Instrument Electronics Engineer

January 2020 - March 2020

- Developed automation scripts to streamline research data processing workflows, improving efficiency and reducing manual effort for the team.
- Troubleshoot and debugged instrumentation systems alongside engineers to improve the accuracy and reliability of collected research data.
- Reorganized file structures and digital storage methods to improve long-term access, searchability, and usability of research data.

Education

New York University - Tandon School of Engineering

New York, NY

Bachelor of Science in Integrated Design and Media

2023

Skills

Design: Figma, Illustrator, Photoshop, InDesign, Premiere Pro, CapCut

Project Management: Jira, Monday.com, Smartsheet

Marketing & Analytics: Campaign Analytics, A/B testing, Approval Workflows, Cross-functional Production