Natalie S. Murdock \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2616 Erwin Rd | Apt 1334 | Durham, NC 27705 | (336) 207-0360 | nmurdock15@gmail.com

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**PROFESSIONAL EXPERIENCE**

**Principal and Chief Strategist – Murdock Anderson Consulting (MAC)| July 2017 – present**

* Build bridges and strategic partnerships between minority and rural communities with government agencies, non-profits and private corporations.
* Serve as North Carolina public affairs liaison for corporate client with over 50,000 employees globally and generates an annual revenue of $14 billion.
* Identify community initiatives to be considered for funding though corporate foundation arm for corporate client.
* Provide community partnership and philanthropic giving planning for corporate client and serve on core public affairs team.
* Serve as the Project Coordinator for the North Carolina Freedom Park; a celebration of African-American history, that will be constructed in the heart of downtown Raleigh. Serve on fundraising committee.

**Deputy Director of Communications – North Carolina Department of Justice | February 2017- July 2017**

* Coordinate communication and marketing needs for NCDOJ, an agency with over 800 employees.
* Serve as the face of the Attorney General’s Office to communicate the benefits of various programs with external partner agencies and the public.
* Identify opportunities to partner with external agencies on projects and initiatives.
* Strategically identify opportunities to share the work of the Attorney General and NCDOJ with stakeholders and the people of North Carolina.
* Draft press releases and other collaterals needed to communicate activities of the Attorney General and NCDOJ.
* Serve as Assistant Public Information Officer, making on the record comments and statements on behalf of Attorney General Josh Stein.

**Traveling Press Secretary – Deborah Ross for Senate Campaign| May 2016 – November 2016**

* Planned and executed earned media events to generate free media coverage for the Deborah Ross for Senate Campaign.
* Served as the communications liaison for Minority Media outlets; spearheaded the campaign endorsement process.
* Formed and fostered relationships with media outlets across the state to generate positive media stories.
* Generated press releases, talking points and other collaterals needed to communicate the campaign message to the media.
* Pitched media stories and ideas to a wide range of media outlets in North Carolina.
* Worked with various faith based organizations across the state to increase their awareness of the campaign.
* **Identified opportunities to partner with organizations to leverage additional community support and endorsements.**

**Interim Director of Communications and Public Affairs|2015- May 2016 GoTriangle**

* Served as a member of senior leadership team and managed the Communications and Public Affairs Department.
* **Worked with Board Members and the General Manager to plan and execute legislative policy.**
* Worked with elected officials to generate local, state and federal support for the regional light rail transit project.
* Generated talking points and local strategies for working through controversial issues such as state funding challenges.
* Worked with the North Carolina Public Transportation Association’s legislative committee to lobby for transit needs during the annual state budgeting process.
* Tracked state and federal legislation of concern and provided summaries and updates to Board members and senior staff team.
* **Identified state and federal transit funding opportunities; secured letters of support for state and federal partners.**
* Coordinated numerous live media events and coordinated media interviews for GoTriangle senior staff.
* **Managed a department budget of over 2 million dollars.**
* Frequently served as the Public Information Officer.
* Assisted in planning and coordinating the messaging and public outreach strategy for the Wake Transit Project.

**Public Involvement Manager|2014-2015 GoTriangle**

* **Planned and executed a comprehensive strategic public involvement plan for the Durham-Orange Light Rail Transit Project.**
* Worked with various media outlets to improve Durham-Orange Light Rail media coverage.
* Managed a project budget of $800,000.
* Worked with technical staff to ensure that NEPA and other federal requirements were upheld throughout the public engagement process.
* Worked with various public and private stakeholders to generate project support and awareness; resulting in over 300 meetings with over 5,000 individuals and over 1,400 DEIS comments.
* Coordinated outreach plans and materials with local communications officials.
* **Increased project website engagement by 20%.**

**Grants Coordinator | 2012-2014 Town of Chapel Hill**

* Assisted the Grants and Compliance Manager to ensure that federal regulations are upheld and enforced.
* **Oversaw federal grant expenditures; conducted analysis quarterly to track progress; monitored over 42 million dollars in FTA assets.**
* **Worked with the North Carolina Public Transportation Association’s legislative committee to lobby for transit needs during the annual state budgeting process.**
* Served as Project Manager for Chapel Hill Transit’s Drug and Alcohol Audit and updated Drug and Alcohol Policy and Manual.
* Modified department procurement procedures to ensure that the organization was in compliance with the FTA Triennial procurement audit procedures.
* Negotiated and managed contracts for professional services for the department.
* Served as an alternate member for the Technical Coordinating Committee (TCC) for the Durham Chapel Hill Metropolitan Planning Organization.

**Rural Transportation Planning Organization Coordinator| 2010 – 2012 Land-of-Sky Regional Council| Asheville,NC**

* Coordinated multi-modal transportation planning activities for Madison, Transylvania, Haywood and Buncombe counties.
* **Worked with elected officials and municipal staff to prioritize transportation projects in the region, serving as a liaison to NCDOT and FHWA.**
* Engaged members of the public and media outlets in local transportation efforts.
* Generated talking points and press releases to inform the media of short term and long term transportation initiatives.
* Coordinated public and agency level marketing efforts.
* Managed two agency social media accounts to engage the public in the transportation planning process.
* **Managed an annual UPWP budget of $104,625**
* **Authored and received USDOT PHMSA grant in the amount of $50,000 to generate a regional natural gas line mapping project.**
* Initiated and completed Multi County transportation health and human services plan.
* Initiated and completed Title VI and Limited English Proficiency (LEP) plans.
* Served as rural liaison to French Broad River Metropolitan Planning Organization(FBRMPO).
* Served as project manager for the transportation component of the Regional Sustainability Initiative funded by HUD, EPA and NCDOT.
* Served as project manager for the Madison County Comprehensive Transportation Plan.

**Regional Transportation Planner | 2009- 2010 Land-of-Sky Regional Council| Asheville, NC**

* Served as a Transportation Planner for the French Broad River Metropolitan Planning Organization (FBRMPO) and the Land-of-Sky Rural Planning Organization which serve five counties and fourteen municipalities.
* Preformed data analysis and financial forecasting for the Long Range Transportation Plan update.
* Oversaw the grant application process for JARC and New Freedom Funds for the French Broad River MPO.
* Worked with NCDOT to allocate over ten million dollars in ARRA highway, transit, pedestrian and bicycle projects.
* Generated and maintained database of TIP projects and amendments.
* Spearheaded the update and adoption of Public Participation Plans and facilitated public outreach.
* **Authored and received Federal Department of Energy grant in the amount of $209,000 to generate a regional fuel emergency plan.**
* Spearheaded the selection of local transit projects that would be selected for stimulus funding.
* Facilitated meetings with local elected officials and local government staff to execute metropolitan and rural transportation plans.
* Worked with the Town of Black Mountain staff and elected officials to gain certification as an Entrepreneurial Community.

**Intern – Advantage West Economic Development Group |May 2008 – November 2008**

* Worked under the direction of Dale Carroll, previous deputy secretary for the North Carolina Department of Commerce.
* Worked with various county and municipal leaders to execute the Certified Entrepreneurial Community project, the first of its kind in North Carolina, funded by the US Small Business Administration and replicated by the NC Department of Commerce.
* Assisted in planning and coordination of Carolina Connect, a regional conference that connects entrepreneurs to capital and useful skills such as business plan modification and marketing strategies. Over 300 business owners, public and private partners were in attendance.
* Coordinated a project with the Blue Ridge Entrepreneurial Council to create additional sources of capital that include angel investment and venture capital. This includes working to create additional Angel Investment Networks within the Western North Carolina Region.
* Provided marketing for three program areas including Blue Ridge Food Ventures, Blue Ridge Entrepreneurial Council and Blue Ridge Angel Investment Network.
* Provided marketing support for “Creative Juice”, an annual national collegiate entrepreneurial competition co-sponsored by Google, includes five regions nationally.

**Intern - City of Asheville, NC Office of Economic Development | February 2008 - May 2008**

* Lead the City of Asheville’s nomination and selection for a technology based International Economic Development Council (IEDC) Award. Map Asheville offers users a variety of mapping features utilizing GIS layers.
* Created more resources to educate local businesses about Urban Progress Zones (UPZs).
* Developed an application process for proposed development projects.
* Conducted the research required for site selection, which included collaboration with the planning and zoning departments of the city.
* Worked directly with our urban planner and project manager in executing and marketing the updated downtown master plan.
* Conducted a study of the ownership demographics of downtown properties in Asheville, NC.
* Represented the City of Asheville at Opportunities 2008; a regionally sponsored government procurement conference. Educated small business owners about the contracting opportunities available with city government and registered owners as Historically Underutilized Business (HUB) owners.
* Organized and planned a City Manager’s public forum sponsored by the City of Asheville. Facilitated discussion with the community and developers about future development projects.

**EDUCATION**

The University of North Carolina at Chapel Hill - B.A. Political Science and Communication Studies

**PROFESSIONAL SKILLS**

Project management, public and media relations, grant writing, strategic program planning and implementation, research development and analysis, public involvement, transportation planning and programming, marketing. Conference production and planning, public speaking, working in a team atmosphere great ability to work with diverse populations and communities.

**TECHNICAL SKILLS**

Microsoft Office Suite, ArcGIS, grant management, marketing and public outreach, community engagement

**PROFESSIONAL CERTIFICATES/ TRAINING**

Public Involvement in Transportation Planning - National Transit Institute Group Facilitation Training – UNC School of Government – 2012, Conflict Resolution Training – Dispute Settlement Center - 2013 Designing Pedestrian Facilities for Accessibility Training, Budgeting in the Public Sector – North Carolina State University, ITRE State and Metropolitan Transportation Planning - National Transit Institute, Grant Writing Course - Western Carolina University, Public Finance Course - Western Carolina University, Grant Management Training – Various workshops and webinars

**HONORS AND AWARDS**

Goodman Fellow – May 2015, Pi Gamma Mu International Honor Society- Spring 2008, Blackwell Youth Leadership Award/Scholarship- Summer 2006, Academic Achievement Award UNC-Chapel Hill - Spring 2005, Sonja Hayes Leadership Award- UNC Chapel Hill - Spring 2005 Dean’s List- Spring 2004, Fall 2004, Summer 2004, Summer 2005, Fall 2007, Spring 2008

**ORGANIZATIONAL MEMBERSHIPS**

Transportation Advisory Board – Durham County

League of Women Voters – Transportation, Communications and Domestic Violence Committee volunteer

North Carolina Public Transportation Association (NCPTA) Legislative Committee co-chair February 2014- December 2015

Mountain Mobility Community Transportation Advisory Board – Board Member 2010-2012

Minority Enterprise Development (MED) Week – Executive Committee Member; Secretary 2010 – 2012 Senior Marshal, Service Committee, UNC- Chapel Hill Class of 2006- April 2005- May 2006

Blue Ridge Entrepreneurial Council – Volunteer April 2008- 2012

Advantage West Economic Development Group – Volunteer April 2008- 2012