



## Natalie (Wilson) Ilseng

500+ connections

Senior Account Executive at Edelman  
Dallas/Fort Worth Area | Public Relations and Communications

- Previous** Levenson & Brinker Public Relations, Susan G. Komen for the Cure, Lubbock Affiliate, Texas Tech University Public Relations Campaigns
- Education** Texas Tech University
- Recommendations** 2 people have recommended Natalie
- Websites** Edelman, Edelman Southwest Blog

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#### Summary

Public relations professional with more than four years of experience working on both B2B and B2C initiatives on behalf of clients.

Ongoing activities include strategic account management / planning; media relations on local, regional and national levels; drafting press materials; message development; event planning; influencer relations; working with external agency partners and overseeing account budgets, among other tasks.

Wide array of industry experience includes: travel / tourism; hospitality; consumer packaged goods; education; energy; food / beverage and retail.

#### Experience

##### Senior Account Executive

Edelman



September 2011 – Present (3 years 6 months) | Dallas/Fort Worth Area

Assistant Account Executive (Sept. 2011-Sept. 2013)

Account Executive (Sept. 2013-Sept. 2014)

Senior Account Executive (Sept. 2014-Present)

Current and past clients include: Association of Independent Colleges of Art and Design (AICAD), Brawny, Chesapeake Energy, Daily Greens, 44 Farms, Greyhound, Hilton Anatole, Hospitality Sales & Marketing Association International (HSMIA), Lemi Shine, Rug Doctor, Texas Beef Council and Travelocity

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#### People Also Viewed

- Allison Francis**  
Senior Account Executive at Idea Grove
- Rachel Worthen**  
Account Executive at Edelman
- Rupa Patel**  
Vice President
- Leigh Daniels**  
Assistant Account Executive at Edelman
- Mattie Walker**  
Senior Associate (Account Supervisor) at Burson-Marsteller
- Whitney Black**  
Account Executive at Edelman
- Allison Lowe Burum**  
Integrated Marketing Communications Professional
- Devon Alter**  
Account Supervisor at FleishmanHillard
- Amanda Hodge**  
Account Executive, Consumer Health Practice at Edelman
- David Chamberlin**  
EVP & General Manager at Edelman



**Account Executive**

Levenson &amp; Brinker Public Relations

June 2010 – September 2011 (1 year 4 months) | Dallas/Fort Worth Area



Intern (June 2010-Oct. 2010)

Assistant Account Executive (Oct. 2010-Jan. 2011)

Account Executive (Jan. 2011-Sept. 2011)

Clients included: AT&T Performing Arts Center, Church's Chicken, City of Hillsboro, Glazer's Distributors, Stream Energy, Uplift Education and USA Discounters

**PR Intern**

Susan G. Komen for the Cure, Lubbock Affiliate

January 2010 – May 2010 (5 months) | Lubbock, Texas Area

Served as a public relations intern in spring 2010.

Achievements included independently planning and executing the Third Annual Cuts for the Cure, raising more than \$4,000 for the local Susan G. Komen Affiliate.

**Account Manager**

Texas Tech University Public Relations Campaigns

January 2010 – May 2010 (5 months) | Lubbock, Texas Area

Served as an account manager in spring 2010.

Managed a group of five other individuals for capstone PR Campaigns course.

**Skills**

Media Relations | Public Relations | Press Releases | Social Media

Marketing Communications | Community Development | Corporate Communications

Crisis Communications | Leadership | Strategy | Strategic Communications

SEO | Integrated Marketing | Internal Communications | Social Media Marketing

[See 1+](#)**Education****Texas Tech University**

Bachelor of Arts, Public Relations, Spanish

2006 – 2010



Activities and Societies: Alpha Chi Omega, Order of Omega, Rho Lambda, Dean's List

**Southern Methodist University**

Graduate Marketing Certificate

2012 – 2013

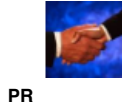


Six-month, graduate-level marketing certificate course within SMU's Cox School of Business.

### Honors & Awards

June 2010 Volunteer Spotlight for Susan G. Komen for the Cure - Lubbock Affiliate

### Groups



[See 20 more](#)

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