

JD NATTINGER

CREATIVE DIRECTOR · BRAND STRATEGIST

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PROFILE

Creative strategist with a **business-first mindset** who turns brand vision into campaigns people connect with. I **lead marketing and coordinate sales** for an industrial lithium-energy company and am the **founder of SVNTH STUDIOS**, a cinematic content and brand agency. My interdisciplinary LSU training in leadership, communication and business shapes how I build and lead creative teams.

CORE COMPETENCIES

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|-----------------------------|----------------------------------|-------------------------------|
| ▪ Brand Strategy & Identity | ▪ Campaign Development | ▪ Cinematic Storytelling |
| ▪ Videography & Production | ▪ Grassroots Marketing | ▪ Sales & Dealer Engagement |
| ▪ Creative Team Leadership | ▪ Cross-Functional Collaboration | ▪ Client Discovery & Pitching |

EXPERIENCE

Universal Lithium Battery Supply (ULBS)

Brookshire, TX

Marketing & Brand Strategist

Jul 2025 – Present

Promoted twice in 9 months: Sales Coordinator → Inside Sales & Marketing Coordinator → Marketing & Brand Strategist

- Lead the marketing department and own brand strategy and campaign direction for lithium battery solutions in industrial energy.
- Build cohesive, story-driven campaigns that position the brand around trust, innovation and long-term value.
- Drive dealer engagement and coordinate sales, which ties brand messaging directly to the pipeline and revenue goals.

SVNTH STUDIOS

Founder & Creative Director

Jun 2023 – Present

- Founded and run a content agency built on bold brand development and cinematic storytelling.
- Direct high-end brand campaigns end to end, from client discovery and concept through production, editing and delivery.
- Create wedding and lifestyle films and editorials that capture genuine, documentary-style moments.

Louisiana State University

Baton Rouge, LA

Creative Content Student Producer

Aug 2022 – Oct 2024

- Produced video and digital content for university audiences for more than two years, within institutional brand standards.

Dig World

Katy, TX

Creative Director · Supervisor · Team Member

May 2022 – Aug 2023

- Advanced from Team Member to Supervisor to Creative Director within 12 months.

ADDITIONAL EXPERIENCE

Southstone Church — Student Ministries Intern, Katy, TX

May 2024 – Aug 2024

Orvis — Sales Associate

Oct 2023 – Oct 2024

EDUCATION

Louisiana State University

Expected May 2027

Bachelor of Interdisciplinary Studies, with concentrations in Leadership Development, Communication Studies and Business Administration