

**André C. Natta** • 3404 13<sup>th</sup> Avenue North, • Birmingham, AL 35234 • 205.276.6585 • andre@urbanconversations.com

## PROFESSIONAL EXPERIENCE

**The Terminal**  
Stationmaster

*Birmingham, AL*  
*March 2007 - present*

- Manage day-to-day operations of a weekday web publication focused exclusively on Birmingham, AL with an average of 9,500 unique visitors monthly
- Supervise volunteer staff of twelve (12)
- Primary sales representative responsible for sales of online ad units
- Responsible for managing long-term growth plan for readership
- Develop new methods of engaging residents and interested parties in constructive discussions about the present and future of the metro Birmingham area

**Main Street Birmingham, Inc.**  
Senior Main Street Coordinator

*Birmingham, AL*  
*September 2004 – March 2007*

- Responsible for implementing revitalization strategies for urban commercial districts
- Promoted businesses currently located within districts and organize merchants associations and volunteer committees
- Targeted and recruited new businesses through economic development incentives and marketing programs
- Facilitated physical improvement of properties through the use of grants, city funds and other financing alternatives
- Maintained organizational marketing tools, including website, available spaces/properties lists, online communications and physical mailings

**Savannah Development and Renewal Authority**  
Programs Assistant for Marketing  
Administrative Assistant

*Savannah, GA*  
*May 2003 – August 2004*  
*November 2002 – May 2003*

- Provided administrative support to *Main Street* influenced downtown economic development authority
- Conducted research on urban issues and trends for use in creation of agency programs
- Provided technical assistance to potential and existing business & property owners
- Maintained & coordinated use by general public of Greater Downtown Business Resource Center
- Maintained agency marketing tools, including organizational website, internal business/property databases and available spaces/properties lists
- Coordinated and scheduled meetings

**Savannah Development and Renewal Authority**  
Intern

*Savannah, GA*  
*June – September 2000*

- Assisted Program Manager and Executive Director with completing Urban Redevelopment district plan for the city of Savannah's Martin Luther King, Jr. Boulevard/Montgomery Street corridor area, phases I & II
- Gathered information for and aided in the preparation of reports
- Responsible for the photographic documentation of the entire project area

## EDUCATION

**Savannah College of Art and Design**  
Bachelor of Fine Arts, Architectural History, minor in Architecture

*2004*

**National Trust for Historic Preservation**  
Certification in Professional Main Street™ Management

*2008*

**ADDITIONAL EXPERIENCE:**

**Olde Harbour Inn/HLC Hotels, Inc.**  
Innkeeper

*Savannah, GA*  
*October 2001 – October 2002*

- Served as general manager responsible for day-to-day operations of a 24-suite historic inn located in Savannah’s historic waterfront district
- Responsible for setting performance standards for hotel staff of 16
- Managed annual operating budget of \$1.2 million
- Produced and submitted daily and monthly reports to corporate office
- Performed conflict resolution as needed.
- Served as general contractor of hotel’s renovation project (included replacement of furniture and amenities, bathroom upgrades and roof repair)

**The Georgia Guardian newspaper**  
Contributor

*Savannah, GA*  
*July – October 2000*

- Submitted articles for award-winning weekly community newspaper. Primary area of focus was urban affairs and community issues affecting the greater downtown Savannah area.

**District, Savannah College of Art and Design**  
Editor in Chief

*November 1999 – June 2000*

- Served as general manager and editor in chief, responsible for day-to-day operations of bi-weekly college student newspaper with an average circulation of 7,000 and staff of 30
- Facilitated general staff meetings
- Established content guidelines
- Recruited new contributors
- Wrote articles and editorials as needed

**SKILLS**

Working knowledge of digital photo and video editing programs including Adobe Photoshop, Paint.NET and Windows Live Movie Maker; Adobe Acrobat; DataCAD; Microsoft Office (including Access); WordPress. Working knowledge of Associated Press style, HTML & CSS.

**COMMUNITY INVOLVEMENT**

**Ruffner Mountain Nature Center**

Vice President, Board of Directors *2005 - 2009*  
Secretary, Board of Directors *2010 – present*

**Birmingham Jaycees**

Community Development Vice President *2005 – 2010*  
Chapter President *January 2011 - present*

**Jefferson County Historical Commission**

Treasurer *2007 - present*  
*2010 - present*

**Birmingham Regional Chamber of Commerce**

YP Roundtable, Co-chair (Founder) *2006 - 2008*

**Public Affairs Research Council of Alabama Roundtable**

*2005 – 2009*

**Pedestrian Advocates of the Coastal Empire, Member**

*2004*

**Historic Savannah Foundation, Member, Architectural Review Committee**

*2003 – 2004*