



NATALIE MICALE

Co-Founder of Oh Hello Agency | Speaker | Blogger of Hustle & Heart

Natalie Micale is more than comfortable in the business of telling stories and entertaining an audience, no matter the channel or medium. She got her start in TV news, working at the local CBS affiliate in Lincoln, NE for 3 and a half years as a reporter and anchor.

In 2017, Natalie was given the opportunity to build the business development team at one of Lincoln's Best Places To Work, Evol Empire Creative, a new marketing agency in the heart of Silicon Prairie. After two years at Evol, Natalie started her own venture, **Oh Hello Agency**, a creative firm that builds and manages brands all around the world. She's a force in creating sales and growth strategies, through personal branding and relationship building, and her agency experience is wholly to credit for her cutthroat approach.

LET'S CONNECT!

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SIGNATURE TOPICS

Get Personal: How To Build A Killer Social Brand In 2020

There's always another excuse for why we procrastinate using social media. The fact of the matter is, if you're in sales, and not building a social brand right now, you're putting your career future at risk. In this 90-minute workshop, Natalie breaks down how you can build long-term relationships online that will pay off big time in your future. She dives into what a personal brand even is, how to structure a content strategy for your ideal platforms and she explains how to position yourself as a thought leader with a unique perspective. Natalie teaches you proven tactics and time-saving tips that will get you fired up about getting online and pushing your brand further. With time for Q&A, you'll leave this workshop with real, tangible feedback on how to take your social channels and make them your systematic growth tools.

Spend Less, Get More: Building A Brand Means Business

Creating a brand that resonates with its audience has proven to significantly decrease marketing and advertising budgets. But does that look the same for every company? Even those operating in commoditized industries can build ultra successful brands and Natalie is here to give a peek into how - bringing her wealth of knowledge from working with businesses big and small across the globe into an interactive workshop. In this workshop, you'll start by understanding what makes brands like Nike and Apple so successful (and even go over gold star examples in the Lincoln market), then you'll be walked through the process of clarifying and building your own brand using those same principles.

As Seen On:



10/11 News

| KSNB Hastings

| Pure Nebraska

WHAT THE PEOPLE SAY

"Natalie presented at a marketing workshop we hosted and her energy, expertise and charisma were contagious. She is knowledgeable, funny, confident and very natural when presenting in front of others. Participants felt the workshop was a great use of their time and were able to leave with tangible takeaways. We are appreciative of the value she provided to our customer's businesses and have already been asked when we'll be offering this workshop again."

Stephanie Dinger, Union Bank & Trust

"With her enthusiastic and charismatic personality, she commanded the room by adding an insightful perspective to the conversation. She was also able to evoke meaningful discussions with colleagues who have been in the industry for 15+ years."

Karley Johnson, Pixel Bakery



"Natalie presented to our team about the importance of personal branding and telling our story on social media. After hearing her expertise and recommendations, we walked away motivated and knowledgeable about the next steps to take. She's extremely compassionate about her audience and will make an impact on your team."

Lindsay Priekstat, Marketing Manager