



# Natasha Biasell

## OWNER, IVY PUBLIC RELATIONS

Natasha Biasell is the founder of Ivy Public Relations, a woman-owned, marketing agency specializing in Public Relations, Communication Strategies, & Graphic Design for businesses and non-profits. With 20 years of marketing experience and a diverse background in both corporate P.R. and non-profit grant development, Natasha is known for her creative digital and print collateral, memorable and successful campaigns, and has designed Federal and State grant proposals that have collectively garnered over \$200 Million in funding for the Central Valley.

After graduating with a bachelor's degree in journalism with an emphasis in public relations, Natasha worked for The Rogers Group in Los Angeles (acquired by FINN Partners), a top-tier public relations agency specializing in consumer goods, public affairs, and entertainment. With a focus on media relations, Natasha coordinated bi-coastal media briefings, developed press materials, pitched nationwide media, and coordinated events, launch parties, and press roundtables.

After her experience in the corporate agency arena, Natasha was eager to help small businesses and non-profit organizations who had a story to tell, but lacked the resources and capability to package and present their products and/or services to a larger audience. She founded Ivy Public Relations in 2007 with a focus on communication strategies, media relations, and graphic design. After relocating back to her hometown of Fresno, Natasha reignited her passion to help Central Valley residents, and her current work focuses primarily on promoting organizations that serve underrepresented communities in and around Fresno County.

## CONTACT DETAILS

(559) 917-4476

natasha@ivypublicrelations.com

## AREAS OF EXPERTISE

Media / Public Relations

Communications Strategies

Graphic Design

Branding

Grant Writing & Design

Email Marketing

Social Media Marketing

Website Development

Copywriting

Project Management

## EDUCATION

Bachelor's Degree in Journalism  
& Public Relations

California State University,  
Northridge

## CLIENT LIST

*A selection of current and past clientele:*

Kellogg's | Honda | Solano-Napa Habitat for Humanity

Office of National Drug Control Policy (ONDCP)

Valley Children's Hospital | Measure P (Parks) Campaign

Central Valley Community Foundation | Fresno DRIVE

Self-Help Enterprises (SHE) | First 5 Fresno County

Fresno Cradle to Career | The Foundation at F.C.O.E.

Fresno County EDC | Fresno-Metro Black Chamber of Commerce

City Without Orphans | F3 (Farms Food Future) Initiative

Fresno Association of REALTORS | Neighborhood Thrift

TC Hope | Upholdings | Salt + Light | California Jobs First

State Center Community College District | Arken Strategies

## EXPERIENCE & CASE STUDIES

Natasha Biasell is the founder of Ivy Public Relations, a woman-owned, certified small business specializing in Public Relations, Communication Strategies, & Graphic Design for businesses and non-profit organizations. With 20 years of marketing experience and a diverse background in both corporate P.R. and non-profit communications, Natasha is known for her creative digital and print collateral, memorable and successful campaigns, and has designed Federal and State grant proposals that have collectively garnered over \$200 Million in funding for the Central Valley.

After relocating back to her hometown of Fresno, Natasha reignited her passion for the Central Valley, and her current work focuses primarily on promoting organizations that serve underrepresented communities in and around Fresno County. In the past five years alone, Natasha has worked directly with top executives at several organizations and initiatives in the Central Valley, including the Central Valley Community Foundation (CVCF), Fresno DRIVE, Fresno County EDC, Valley Children's Healthcare, Measure P (Fresno for Parks) Campaign, State Center Community College District (SCCCD), and many more. With a wide range of both communication and graphic design skill sets, she helps assess, define, strategize, and elevate organizations' public presence through content development, engaging social media and advertising campaigns, informative newsletters, eye-catching websites, and thoughtfully designed brands and print collateral.

### LOCAL CASE STUDIES:

*Fresno DRIVE Initiative:* Natasha had the honor of being a part of the original planning team and Executive Committee for Fresno DRIVE, a 10-year investment plan to develop a sustainable economy for the residents of the greater Fresno region. In collaboration with CVCF leadership, she was responsible for the logo design, fresnodrive.org website design, summary booklet content and design, and the design of the complete 212-page draft summary plan which was presented to Governor Gavin Newsom later that year. Natasha also helped coordinate the materials and media relations for the 8th annual California Economic Summit which was hosted in Downtown Fresno and featured the Fresno DRIVE initiative. After its launch, the Fresno DRIVE initiative has grown and evolved, attracting over \$300 million in investment across all its partners, and serves as a national example of how to catalyze and sustain regional, inclusive economic development.

*F3 (Farms Food Future) Initiative:* Natasha worked alongside the leadership at the Central Valley Community Foundation (CVCF) to design the original F3 grant proposal, including logo design, photo coordination, graphics/chart design, and cover designs, as well as supplemental materials and coordinating presentations utilized by the team to promote the F3 Initiative. After the \$65.1M Build Back Better award for F3, Natasha helped plan and coordinate event materials and media relations for the press conference(s), including media advisory, press release, presentation slides, and more. In addition to the original F3 brand launch, grant design, and media relations, Natasha also managed the refresh of the F3 brand in 2023, and currently manages ongoing design and marketing projects for the initiative as the primary communications consultant. She oversees newsletter development, video production, social media design and management, graphic design projects, and website development and management for the primary initiative and its sub programs.

*Local Measures: P (Parks) and Q (Education):* Natasha played a key role in advancing two high-profile, voter-approved initiatives that will have lasting impact across the Central Valley. For the successful Measure P parks campaign, she led the comprehensive communications and public relations strategy from start to finish. This included managing the campaign website, developing a social media strategy and visual identity, producing a wide range of graphic design materials, and executing media relations to build public awareness and trust. For State Center Community College District's Bond Measure Q, Natasha worked with district leadership to create the "Yes on Q" brand and website, ensuring messaging was clear and aligned with community priorities. Through impactful storytelling, both campaigns earned strong public support and passed at the ballot box.

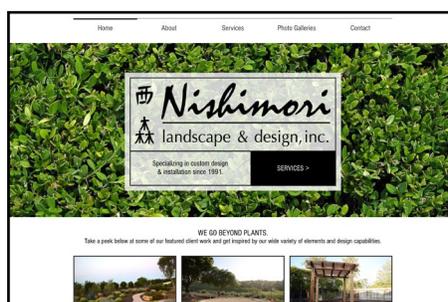
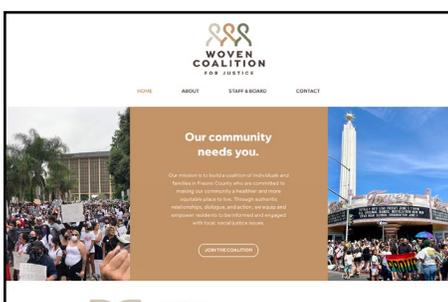
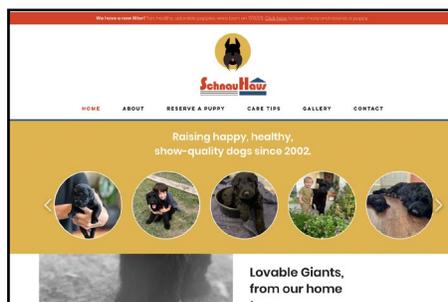
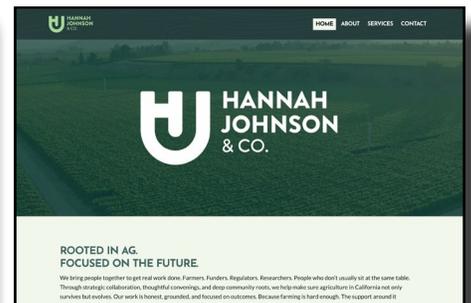
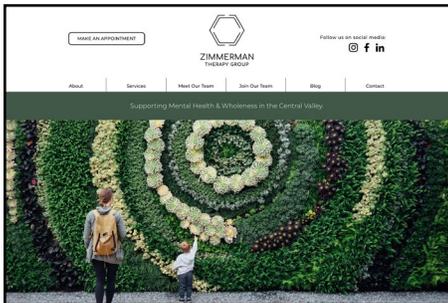
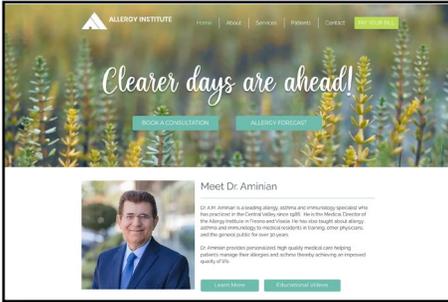
# BRAND DEVELOPMENT

A selection of brands / logos designed by IVY PR.



# WEBSITE DEVELOPMENT

A selection of websites designed and developed by IVY PR.



# SOCIAL MEDIA DESIGN

A selection of social media campaigns designed by IVY PR.

**TC HOPE!** It's not too late to donate. #GiveWhereYouLiveTC

**GIVING TUESDAY** Help us build shelter and hope here in Tulare County. #GiveWhereYouLiveTC

**THANK YOU** We are filled with gratitude for our donors and partners. Your support will help change lives.

**GIVING TUESDAY** Help us reach our Giving Tuesday goal! Give today and help us build the Visalia Navigation Center in Tulare County. #GiveWhereYouLiveTC

**DONATE & help build the Visalia Navigation Center** #HumansAboveAllElse

**What is a low-barrier navigation center?**

**922** estimated # of individuals in Tulare County experiencing homelessness. \*2023 YTD. Data by Tulare County

We are motivated by compassion for those experiencing homelessness.

**TOP 10 NEW PRODUCTS AT THE WORLD AG EXPO** ON DISPLAY AT THIS YEAR'S SHOW

**Cancer Research Rooted in the Central Valley** Private Cancer Research Published in the European Journal of Medicinal Chemistry

**SMALL FARMS TECH EXPO** UCMERCED F3

**WORLD Soil Day** "Despite all our accomplishments, we owe our existence to a six-inch layer of topsoil and the fact that it rains." - PAUL HARVEY

**small farm TECH EXPO** December 2nd, 2025 8 AM - 4 PM

**Grateful Partners** FOR OUR PARTNERS

**Community-Wide Read & Author Conversation** In Need of A Book? A Sense of Place: 2023 by Heather McGhee. State Farm Office. #READWITHCVCF

**COMMUNITY-WIDE READ & AUTHOR CONVERSATION** BE A BUSINESS SPONSOR! Help fund the cost of books and be a pick-up site for free books!

**THANK YOU SPONSORS!** Presented by: Central Valley Community Foundation & Fresno DMV

**Do you have your book yet?** #READWITHCVCF

**READ WITH US!**

**MEET THE MEASURE P COMMISSIONERS**

**750 ACRES OF NEW PARKS**

**50 MILES OF TRAILS**

**IMPROVEMENTS AT 62 FRESNO PARKS**

**CONGRATULATIONS TO THE NEWLY APPOINTED & CONFIRMED PARKS, RECREATION, & ARTS COMMISSIONERS!**

# REPORT DESIGN

A selection of reports (annual, long-form) developed by IVY PR.

