



154 grand street
new york, ny 10013
646.688.5254
www.themarkoffgroup.com

natalie markoff

As an entrepreneur, Natalie is dedicated to helping visionaries realize their dreams. She is the alchemist that takes the smoke of ideas and turns it into the brick and mortar of reality.

By providing her clients a variety of services including brand development, public relations & marketing, new media strategies & strategic partnerships, Natalie is able to reshape a successful business to make it more profitable or help a new company become more focused and effective in getting its message heard. Natalie's career began at Ralph Lauren where she met a young designer who had just started her own clothing line. As Director of PR and Marketing, Natalie helped grow and direct Liz Lange Maternity into a globally recognized brand. When her sister started a chocolate company in Chicago she asked Natalie to help her grow her business. Vosges Haut-Chocolat is now a global brand with stores around the world from Dubai to New York City. Through a combination of practical business smarts, attention to detail and marketing savvy, Natalie is able to understand and implement her client's vision in a focused and meaningful way. The Markoff Group works with a small number of clients allowing Natalie to maintain a hands-on relationship with each of them. Natalie is passionate about her clients, whether a non-profit focused on children with Autism, the newest social networking site, or the world of luxury chocolate, Natalie unlocks the power of her clients ideas while maintaining the core principles at the heart of their organization.