

# NATALIE NEUSCH

253 West 73rd Street, #7E • New York, NY 10023 • (917) 669-1024 • naneusch@gmail.com

## CREATOR & STRATEGIST OF COMPELLING DIGITAL + PRINT CONTENT WITH

EXTENSIVE WRITING & EDITING EXPERTISE • SKILL IN DIGITAL CONTENT STRATEGY •

MAJOR MEDICAL, PHARMACEUTICAL & FINANCE EXPERIENCE

## PROFESSIONAL EXPERIENCE

### **KKR** | *Digital Content Manager (contractor)*

- Ideate engaging content, write copy, proofread, and edit for website, social media, email and other digital channels
- Optimize content across landing pages, websites, paid media and implement SEO and conversion best practices
- Contribute to development of wireframes to support usability and searchability of information, including writing metadata for search and build taxonomy

### **Johnson & Johnson** | *Senior Content Strategist (contractor)*

- Conceptualized, developed, and generated relevant content and strategies for J&J's pharmaceutical and medical development branches
  - **DePuy Synthes:** developed creative briefs, strategic positioning, and channel-focused copy for ACTIS
  - **Ethicon:** conducted interviews and extensive research to write scripts for wound closure video series
  - **Janssen:** worked with external production company on developing and scripting medical documentary
- Created content strategy and wrote all new copy for complete Aveeno website revamp
- Developed Lubriderm's entire social media campaign and messaging, rewrote site landing pages, and wrote label copy (bottles and jars) for relaunch of Lubriderm physical products
- Created comprehensive editorial calendars, content style guides, and messaging frameworks for Clean & Clear

### **CareStream Dental** | *B2B Content Writer (contractor)*

- Wrote multiple blog posts addressing oral healthcare industry and trends
- Created marketing copy for brochures, sell sheets, and emails
- Wrote product descriptions, internal communications, and web copy for landing pages and the main website

### **Havas Health** | *Senior Copywriter (contractor)*

- Wrote messaging, notifications, and short medical articles for pharmaceutical client Abbvie's Crohn's Disease and Ulcerative Colitis patient app portals
- Rewrote all website copy for healthcare provider Guidewell Health & Guidewell Emergency Doctors

### **ASICS** | *Senior Copywriter (contractor)*

- Create digital-first creative for major Running apps initiatives, brand campaigns, and race activations
- Concept brand campaigns from scratch with fellow writers and designers
- Work cross functionally with design lead to ensure consistent tone and messaging across digital assets, such as web pages, emails, social, signage, video scripting, and more
- Collaborate with design and marketing leadership in larger brand initiatives and strategy as needed

### **Siegel & Gale** | *Senior Copywriter (contractor)*

- Worked for bi-coastal agency offices creating content, campaigns, and verbal identity/strategy across a number of verticals and for major Fortune 500 companies in financial, legal, energy, and medical technology sectors
  - **Wells Fargo:** wrote new brochure and messaging for The Private Bank and ultra-high-net-worth clientele
  - **DLA Piper:** created new website copy and mission statement for firm's rebranding initiative
  - **Hanson Bridgett:** helped develop firm's strategic positioning concepts, rewrote website copy, and created verbal and tonal identity playbook from scratch
  - **Coronis:** wrote internal & industry-facing communications for major company announcements
  - **Exelon:** scripted internal videos for employee trainings; provided guide for consistency across future trainings

### **Every Mother** | *Director of Content (full time)*

- Created and owned content strategy across channels; published consistent cadence of quality blog content, expanding current offering into an invaluable resource, and hitting benchmarks for acquisition and retention

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- Developed editorial calendars and ensured stakeholders were informed on goals and brand alignment
- Measured content effectiveness and continuously iterated on content strategy
- Developed and executed SEO strategy and delivered weekly content for highest ranking keywords
- Revamped biweekly newsletter, increasing open rate by 20% (average) and click-through rate by 5% (average)

## **The Tylt (Advance Publications, Inc.)** | *Director of Content & Audience Engagement (full time)*

- Drove vision, mission, and tone for a start-up digital media company with the largest polling platform component and diverse media offerings across social platforms
- Ideated and developed both internal and external communications, including social strategy, ensuring integrity and consistency of the brand's voice across all content and media
- Created content, drove strategy, and grew owned audience for The Tylt's weekly newsletter
  - Increased newsletter subscribers by 100% from August 2019 to February 2020
- Nurtured and grew in-house talent; cultivated relationships with freelancers and other vendor organizations
- Oversaw Social and Production teams; responsible for driving audience growth across Facebook, Twitter, Instagram, and YouTube, and defining audience strategy for organization
  - Increased social reach by 245%; grew audiences over 70% to 1.3MM across social platforms
  - Launched Facebook Watch channel which grew to over 750k followers, exceeding BuzzFeed, Refinery29, and Vox shows
  - Reached 65MM minutes of video views across social platforms
  - Launched TyltTV on YouTube with four recurring original programs

## **MXM (Meredith Xcelerated Marketing)** | *Content & Social Media Development (contractor)*

*Barilla (client)*

- Created all content for major CPG brand's 2018 online campaign initiative; achieved positive brand-building solutions to increase consumer visibility and establish client as premiere online information resource
- Developed editorial calendars to increase engagement across social media platforms (Facebook, Instagram, Twitter) and create brand awareness through strategic planning and compelling storytelling

## **AVON** | *Content Strategist & Copywriter (contractor)*

- Created copy for marketing materials and brochure for health and wellness line that launched January 2018
- Worked with Marketing and Product Development teams on brand positioning for maximum impact and ROI

## **XO Group Inc.** | *Contributing Writer (contractor)*

- Wrote 4 to 5 SEO optimized news articles for The Bump's website each weekend and built into in-house CMS
- Cross-linked articles with Facebook feed through Social Flow, gathered statistics on post performance

## **MXM (Meredith Xcelerated Marketing), Meredith Corporation** | *Digital Editor (full time)*

*Kraft-Heinz (client)*

- Strategized digital and print content for MXM's largest CPG client, Kraft, and their *Food & Family* quarterly magazine with a subscription base of over 1 million
- Collaborated with Kraft's food development and production teams to create content that met key Kraft KPI's across all platforms, including web, email, mobile, social, and print
- Reviewed content with print team that did well across all channels and possible ad RFP's; solved for the distribution of *Food & Family's* brand boosters and initiatives

*Slimming World, UK (client)*

- Responsible for the creation and execution of a digital magazine focused on health, food, and lifestyle for a UK-based client launching their weight-loss program in the US
- Created editorial outlines establishing vision of entire magazine, including voice and tone of publication
- Wrote & assigned new content that resonated with an American audience to establish brand among US consumers

## **Hearst Corporation** | *Managing Editor, TrendingNY (contractor)*

- Implemented entire workflow, production schedule, and style guide for brand new start-up magazine
- Managed day-to-day operations and deadline planning/scheduling

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- Worked with Editor in Chief, Senior Editor, and all staff members on deadlines and content creation
- Managed contracts, invoices, budgets, and staffing responsibilities; created monthly book map
- Copy edited and top edited all sections of the magazine

## **South Florida Luxury Guide** | *Editor in Chief (contractor)*

- Identified, planned, and wrote content that fit publication's categories, special features
- Recruited, assigned, and managed all freelance writers and proofreaders, including approving invoices for payment and balanced monthly editorial budget

## **Hearst Corporation** | *Asst. Managing Editor, Marie Claire (contractor)*

- Triaged a critical November close, ensuring issue was delivered in time to meet its newsstand deadline
- Oversaw day-to-day operations for November close on behalf of the EIC, communicating with edit staff, art & photo departments, as well as advertising and production
- Created November & December shipping priorities; delegated page ship between copy & art departments
- Revamped and created new workflow that drastically increased efficiency for December and future closes

## **Hearst Corporation** | *Asst. Managing & Digital Assets Editor, Popular Mechanics (full time)*

- Managed daily editorial process and short-term planning for print and interactive editions; updated lineups and other tracking tools to reflect progress of issues
- Managed and tracked digital production for Popular Mechanics tablet editions and apps
- Enforced daily production goals for editors and designers; communicated due dates and priorities to staff
- Headed weekly staff meetings of 25 and set agenda and production goals
- Collaborated with ad sales and manufacturing in mapping edit content, adjacencies, and fractionals
- Wrote content for various sections and top edited sections as needed

## **Institute of Culinary Education (ICE)** | *Content Strategist & Copywriter (contractor)*

- Developed new content and copy for all landing pages on ICE website during major rebranding initiative
- Rewrote and edited all informational pages in printed brochure for prospective ICE students

## **Martha Stewart Living Omnimedia** | *Editor & Writer, Everyday Food (full time)*

- Wrote informational food and lifestyle content for Everyday Food magazine and blog, a Martha Stewart media property with over 1 million readers; authored AskMartha column for Martha Stewart Living, read by an additional 3.5 million people
- Created and developed online media content, spanning weekly blogs, social networking sites, embedded video and still images, photo galleries, and online recipes
- Managed copy flow and trafficked stories through proof process, working with managing editor to create type-close schedules and updating lineups
- Copy edited, top edited, and proofread galleys, applying in-house style guide to ensure edit consistency

## **National Geographic Adventure** | *Web Editor & Production Asst. (full time)*

- Spearheaded layout design and edited original content for the website of premier adventure travel and ecotourism magazine with a circulation of 600,000
- Created navigation bars, sized photos and images, and managed multimedia such as video and interviews
- Wrote book and movie reviews, sidebars, and monthly Datelines segment

## **The New Yorker** (New York, NY) | *Goings On About Town, Intern*

- Wrote listings and reviews for Concerts & Nightlife and Above & Beyond sections in America's pre-eminent literary and culture magazine
- Fact-checked and edited listings for Dance, Theatre, Concerts & Nightlife and Auctions sections

## EDUCATION

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**Sarah Lawrence College** (Bronxville, NY) | *MFA in Creative Writing* | 2005

**Brown University** (Providence, RI) | *BA in English and History of Art and Architecture* | 2001

- Studied abroad in Florence, Italy; recipient of the Coluccio Salutati Essay Award

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## TECHNICAL SKILLS

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SEO writing and digital best practices; WordPress and custom CMS; audience building through Social Media (Facebook, Instagram, Twitter, YouTube); Google Analytics; Social Listening Tools (CrowdTangle, BuzzSumo, Conviva, Parse.ly) and Platforms (Social Flow, AgoraPulse, TweetDeck, Sprout); Adobe Creative Suite (InCopy, InDesign, Photoshop, Lightroom); Microsoft Office Suite; Associated Press Stylebook & The Chicago Manual of Style

## CERTIFICATIONS & PROFESSIONAL AFFILIATIONS

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YouTube Certified; Google Analytics Certified

New York Women in Communications, National Association of Professional Women, International Travel Writers Alliance, American Copy Editors Association, National Association of Women Writers