

NATALIE TIMPERIO

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SNAPSHOT

Writer offering five years' experience in editorial, article, blog and copy writing. Expert in Instagram, Facebook, Twitter and Snapchat. Proficient in Adobe Lightroom, WordPress, Pinterest and Word. Basic knowledge of SEO, Excel, Adobe InDesign, PowerPoint and the Canadian Press Style Guide.

EXPERIENCE

Copywriter

2016 – Present

BaubleBar, New York, NY

- Name products and write corresponding descriptions for BaubleBar brand (average of 30 styles per week), as well as sub-brands SUGARFIX by BaubleBar (300 styles to date) and Jem & Jules (200 styles to date)
- Collaborate on cross-functional teams spanning marketing, design and merchandising to ensure copy and visuals effectively communicate the brand's value proposition
- Produce brand-right marketing and editorial content for fast fashion, e-commerce brand: prepare tailored copy for email subscribers (1.2M); write and edit monthly posts for the BaubleBar blog
- Advise on and provide copy for marketing collateral (e.g., on-site banners, digital ads, in-store signage); work with brand marketing team to develop narrative and copy for influencer partnerships
- Developed and implemented BaubleBar's copy style guide to ensure consistent brand voice

Founding Writer, Editor and Photographer

2014 – Present

TheGirlWithBangs.com

- Launched and continue to lead beauty and style blog with an average of 1,600+ sessions, 2,700+ page views and 1,400+ unique visitors monthly
- Create and publish original content: brainstorm compelling concepts to engage current and attract new readers; write and edit 1 story per week; photograph and edit visual content for all posts
- Manage collaborations: source beauty brands (e.g. Stila, Clarisonic, L'Oréal, Yves Saint Laurent, Tresemmé, etc.) to partner on product stories; vet, hire and direct photographers for style posts

Social Media Specialist and Copywriter

2014 – 2016

OKD Marketing, Burlington, Canada

- Coordinated and monitored social media channels (followers ranging from 5K – 100K) for clients spanning diverse industries including food and beverage, travel and hospitality, beauty, home and lifestyle, and charity (e.g. Tre Stelle, Celebrity Cruises Canada, Beauty First Spa, Gentek, Canadian Cancer Society, etc.)
- Analyzed and optimized Facebook and Twitter ads to strengthen client's online presence; provided monthly reporting on trends to clients, enabling them to grow their social followings on average by 30%
- Led influencer program on behalf of food and beverage client: recruited network of 12 bloggers, educated them on brand voice, commissioned relevant stories and oversaw production from first drafts through publication

Contributing Writer

2012 – 2015

Natalie Timperio Writing, Canada

- Steven and Chris (URL: cbc.ca/stevenandchris): Wrote beauty and fashion stories for Canada's leading lifestyle TV program reaching 1M+ viewers; 30% of articles were the most highly trafficked and achieved the greatest social media reach during its first week of publication
- Illuminence (URL: illuminencemag.com): Developed and directed content calendar to align with business objectives; wrote feature stories on young professionals and notable members within the Hamilton community

EDUCATION

Honours Bachelor of Arts in Political Science & Peace Studies

2008 – 2012

McMaster University, Hamilton, Canada

Awards and Leadership: Deans' Honour List; Senior Lifestyle Editor of *The Silhouette*, Canada's then-only broadsheet student newspaper with a weekly circulation of 10K

Sheridan College, Brampton, Canada

2014

Relevant Courses: Writing for Publication; French I, II and III