

NATALIE TIMPERIO

EMAIL: natalie.timperio@gmail.com • PORTFOLIO: www.natalietimperio.com

EXPERIENCE

Natalie Timperio Writing, Canada 2012 – Present
Writer

- CBC Unscripted Content - Digital (URL: cbc.com): Research and write web articles for Canada's leading broadcaster; includes content for Hello Goodbye, reaching an audience of 1.2M+
- 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

BaubleBar, New York, NY 2016 – 2017
Copywriter

- Produced brand-right marketing and editorial content for fast fashion, e-commerce brand: prepared tailored copy for email subscribers (1.2M); write and edit monthly posts for the BaubleBar blog
- Named products and wrote corresponding descriptions for BaubleBar brand (average of 30 styles per week), as well as sub-brands SUGARFIX by BaubleBar (300 styles) and Jem & Jules (200 styles)
- Collaborated on cross-functional teams spanning Marketing, Design and Merchandising to ensure copy and visuals effectively communicated the brand's value proposition
- Advised on and provided copy for marketing collateral (e.g., on-site banners, digital ads, in-store signage); worked 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

TheGirlWithBangs.com, Canada 2014 – 2017
Founding Writer, Editor, and Photographer

- Launched and lead beauty and style blog with an average of 1,600+ sessions, 2,700+ page views and 1,400+ unique visitors monthly
- Created and published original content: brainstormed compelling concepts to engage readers; wrote and edited 1 story per week; photographed and edited visual content for all posts
- Managed collaborations: source beauty brands (e.g., Stila, Clarisonic, L'Oréal, Yves Saint Laurent, Tresemmé, etc.) to partner on product stories; vetted, hired and directed photographers for style posts

OKD Marketing, Burlington, ON 2014 – 2016
Social Media Specialist and Copywriter

- 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
- 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

EDUCATION

Northeastern University, College of Professional Studies, Boston, MA 2018 – Present
Master of Science Candidate, Corporate and Organizational Communication
Concentration: Leadership

McMaster University, Hamilton, ON 2008 – 2012
Honours Bachelor of Arts in Political Science & Peace Studies
Awards and Leadership: Dean's Honours List; Senior Lifestyle Editor of The Silhouette, Canada's then-only broadsheet student newspaper with a weekly circulation of 10K

Sheridan College, Brampton, ON 2014
Relevant Courses: Writing for Publication; French I, II and III

SKILLS AND INTERESTS

Skills: Expert in Instagram, Facebook, Twitter and Snapchat. Proficient in Adobe Lightroom, WordPress, Pinterest and Word. Basic knowledge of The Canadian Press Style Guide, PowerPoint, Excel and Adobe InDesign.

Interests: Cooking, reading historical fiction, recreational running and trend-hunting lifestyle products and news.