

ME

M.S. candidate, Corporate and Organizational Communication. Content writer specializing in digital and brand marketing. Areas of focus include copywriting for web and print media, social media and consumer products, in addition to article writing for websites and blogs.

+ MY SKILLS

- Conceptual: communication planning, creative ideation, digital & social media strategizing
- Technical: Microsoft Office suite, Adobe Lightroom & InDesign, WordPress, SEO

+ MY EXPERIENCE

Freelance Writer 2012-Present

Natalie Timperio Writing

- Research and write web articles for the CBC, Canada's leading broadcaster; includes content for *Hello Goodbye* and *Dragon's Den*, each reaching 1M+ viewers
- Wrote beauty and fashion stories for leading lifestyle TV program *Steven and Chris*, reaching 1M+ viewers; 30% of articles achieved greatest social media reach during first week of publication
- Developed and directed content calendar for *Illuminence*; wrote feature stories on young professionals and notable members within the Hamilton community

Copywriter

2016-2017

BaubleBar, New York, NY

- Produced marketing copy for 1.2M email subscribers and editorial copy for the BaubleBar blog
- Named products and wrote descriptions for the BaubleBar brand (average of 30 styles per week), and sub-brands SUGARFIX by BaubleBar (300 styles) and Jem & Jules (200 styles)
- Collaborated with teams cross-functionally (e.g. Marketing, Design, Merchandising and Creative) to communicate brand's value proposition and develop copy for influencer partnerships (e.g. Shay Mitchell, Annabelle Fleur of *The Viva Luxury*, etc.)
- Provided copy for marketing collateral (e.g. on-site banners, digital ads, in-store signage, etc.)
- Developed and implemented BaubleBar's copy style guide to ensure consistent brand voice

Founding Writer, Editor & Photographer

2014-2017

TheGirlWithBangs.com

- Launched and led beauty and style blog with an average of 1,600+ sessions, 2,700+ page views and 1,400+ unique visitors monthly
- Wrote and edited 1 story per week; photographed and edited visual content for all posts
- Managed collaborations; sourced beauty brands (e.g. Stila, L'Oréal, Tresemmé, etc.) to partner on product stories

Social Media Specialist & Copywriter

2014-2016

OKD Marketing, Burlington, ON

- Coordinated and monitored social media channels (followers ranging from 5K-100K) for clients spanning food & beverage, travel & hospitality, beauty, home & lifestyle, and charity
- Analyzed and optimized Facebook and Twitter ads to strengthen clients' online presence; provided monthly reporting and grew followings on average by 30%
- Led influencer program; recruited a network of 12 bloggers, educated them on brand voice, commissioned relevant stories and oversaw production from first drafts through publication

+ MY EDUCATION

Northeastern University, Boston, MA

2018-Present

Master of Science Candidate, Corporate and Organizational Communication

- Concentration in leadership
- Communication Intern, College of Professional Studies
- Social Media & Marketing Assistant, School of Law (February-April 2018)

McMaster University, Hamilton, ON

2008-2012

Honours Bachelor of Arts in Political Science & Peace Studies

- 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, Oakville, ON

2014-2014

- Writing for Publication
- French Beginner I, II, III

= THE TOTAL PACKAGE

You know what to do.